

2011

**PUBLIC SAFETY COMMUNITY-WIDE
SURVEY**

**A SURVEY OF LONGMONT
RESIDENTS, YOUTH, & BUSINESS
REPRESENTATIVES**



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LONGMONT PUBLIC SAFETY

COMMUNITY SURVEY OF RESIDENTS

2011

EXECUTIVE SUMMARY

Methods

- The Longmont Public Safety Community Survey was administered by mail to a **random sample of 3,000 households** in Longmont, Colorado between June 10 and June 27, 2011. Of the 3,000 surveys mailed, 2,801 reached valid addresses and 903 were completed and returned. The response rate for the Resident Survey was 32.2 percent. The sample proportion is within +/- .03 of the population proportion with a 95 percent level of confidence.

Residents' Perceptions of Community Safety

- Nearly 30 percent of Longmont residents believe that **crime in Longmont** is low or very low. This is an improvement since 2009, where only 25 percent believed that crime was low. Twenty-six percent believe crime is high, which is a drop from 33 percent in 2009. About 44 percent rated crime as neither high nor low.
- Over three-fourths (77%) of all respondents feel **personally safe** in Longmont, while six percent feel unsafe. A somewhat lower percentage believes that their **property is safe** in Longmont (68%), while 10 percent believe it is unsafe. These numbers have improved slightly since 2009.
- When respondents were asked to rate their **safety alone at night** in various locations in the city, certain areas were ranked safer than others. People felt safest in their own neighborhood, the Twin Peaks Mall, and downtown (86%, 76%, and 74 respectively). Persons felt less safe in the industrial areas, the city parks, and uptown (39%, 59%, & 62%, respectively). Though some areas feel less safe than others, residents' sense of safety has improved citywide since 2009.

Crime Related Issues Affecting Residents of Longmont

- Residents were asked to identify which of the 17 listed **police services they would find to most valuable, personally**. Residents ranked the following six services as most important: (in order): crime prevention, gang control, arresting criminals, visible patrol, drug enforcement and traffic enforcement.
- The most commonly perceived **neighborhood problem** in Longmont is speeding vehicles, solicitation, drugs, animal control issues, and noise. Issues of least concern are abandoned vehicles, transients, serious crime and problems with neighbors.
- Residents were asked to identify what crimes they were **very concerned with personally**. That is, what crimes do they believe pose a realistic threat to them or a family member, while in Longmont? Residents were most concerned about being victimized with identity theft or computer crime, being injured by a careless or drunk driver, or that their car or home would be burglarized.

Victimization in Longmont

- A list of twelve crimes was presented to respondents. They were asked how many times in the past twelve months they or a family member had been **victimized in Longmont** by any of the listed crimes. Self-reported victimization rates are highest for vandalism, then auto break-in, fraud, telephone harassment, and burglary. The most infrequent crimes include sex assault, arson, auto theft and assault.

- Extensive **financial loss** due to victimization was rare. 53 percent reported no financial loss; 35 percent reported a loss under \$500; and only 3 percent reported loss in excess of \$15,000.00.
- Most **victims who failed to report their victimization** to the Longmont Police did so because they believed that the offense was too minor to report, or that the police could not or would not help.

Quality of Service Delivery by LPD Staff

- Forty-two percent (42%) had **phone or in-person contact** with the Longmont Police during the past year. The most common reasons respondents had contact with the police were:
 - to advise them of a problem
 - because of a traffic violation or accident
 - to report their victimization
 - because the police were investigating a crime
 - to ask for assistance
- Respondents were asked to **rate the staff member** on their knowledge, helpfulness, level of interest, courtesy, and fairness. Staff was rated highest for “courtesy” and lowest for “level of interest.” When asked to rate their overall impression of the Longmont Police staff member, 79 percent gave a good or very good rating and 8 percent gave a bad or very bad rating (*eliminated don’t know answers*).
- Respondents were asked to **rate the quality of service** for seventeen separate police functions, ranging from neighborhood problem solving to arresting criminals. Highest service ratings (rated as good or very good) were given for officers in the schools, arresting criminals, victim assistance, response time, crime investigation and investigation of crimes.

Importance of Various Police Services

- With the exception of public presentations and lectures (at 87%), at least 94 percent of all respondents believed that each police **services is important** (rated as somewhat important, very important, or essential).
- Respondents believe that the **top tier of services by importance** are arresting criminals, investigating crime, controlling gang activity, crime prevention, and response time.

SURVEY BACKGROUND AND METHODS

Survey Background

Since 1999, the Police Department has conducted a resident survey in order to learn how local citizens experience or perceive the department's delivery of service. Attached to the resident survey is a youth survey component. This resident survey is done in tandem with a second survey, where local business owners and managers were asked to evaluate police services provided by the department. The process has been repeated every two years since 1999. The resident survey is designed to focus on five key questions:

- ☐ **Perception:** How do the residents of Longmont perceive the police department?
- ☐ **Satisfaction:** How satisfied are residents with the current quality of police service?
- ☐ **Priority:** What police services do residents believe are most important?
- ☐ **Victimization:** How often has the resident's family been victimized by crime in Longmont during the past year?
- ☐ **Participation:** Does the resident participate in any recommended crime prevention strategies or police sponsored programs?

With only minor exceptions, the content of the resident survey has remained unchanged. The Department intends to administer the same survey biennially in order to determine any positive or negative changes in police services over time.

Methods

The Longmont Public Safety Community Survey was administered by mail to a random sample of 3,000 households in Longmont, Colorado between June 10 and June 27, 2011. Of the 3,000 surveys mailed, 2,801 reached valid addresses and 903 were completed and returned. The response rate for the Resident Survey was 32.2 percent. For more information on survey methodology, see Appendix 1. For a copy of the instrument showing the survey results, see Appendix 2.

Evaluating the Results

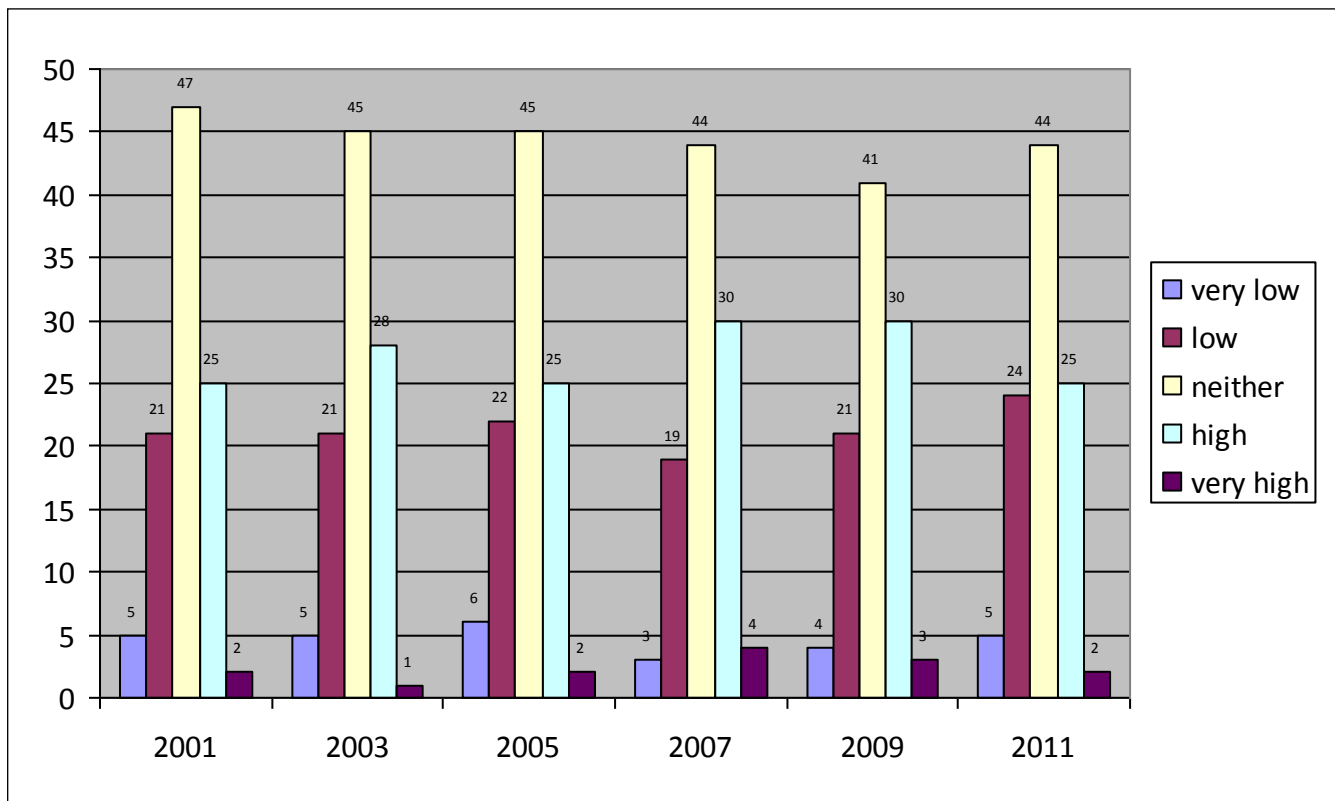
A number of cases, respondents were asked to provide an answer based on a set scale, with one end of the scale representing the highest rating and the other end of the scale representing the lowest rating (some scales ranged from one to four and in others, one to five). Since some of the rating schemes differed from one another, a way to provide a common reference point for comparison is to convert the answers into a common 0 to 100-point scale where zero is the worst possible rating and 100 is the best. If all respondents reported that a certain service is very good, then the rating would equal 100. A rating that fell directly in the middle would receive a score of 50 (neither good nor bad). The worst possible rating would equal zero.

Perception of Community Safety

Crime in Longmont

Residents were asked to rate the amount of crime in Longmont. The 2011 survey shows that residents perceive that crime in Longmont has lessened. In fact, the 2011 numbers reflect the lowest levels of crime since the survey began a decade ago. While the surveys between 2005 and 2009 were showing some minor increase in concern over time, the most recent survey reverses that trend.

Residents' Rating of the Amount of Crime in Longmont
Longmont Public Safety-Community Survey by Percent
2001 through 2011*

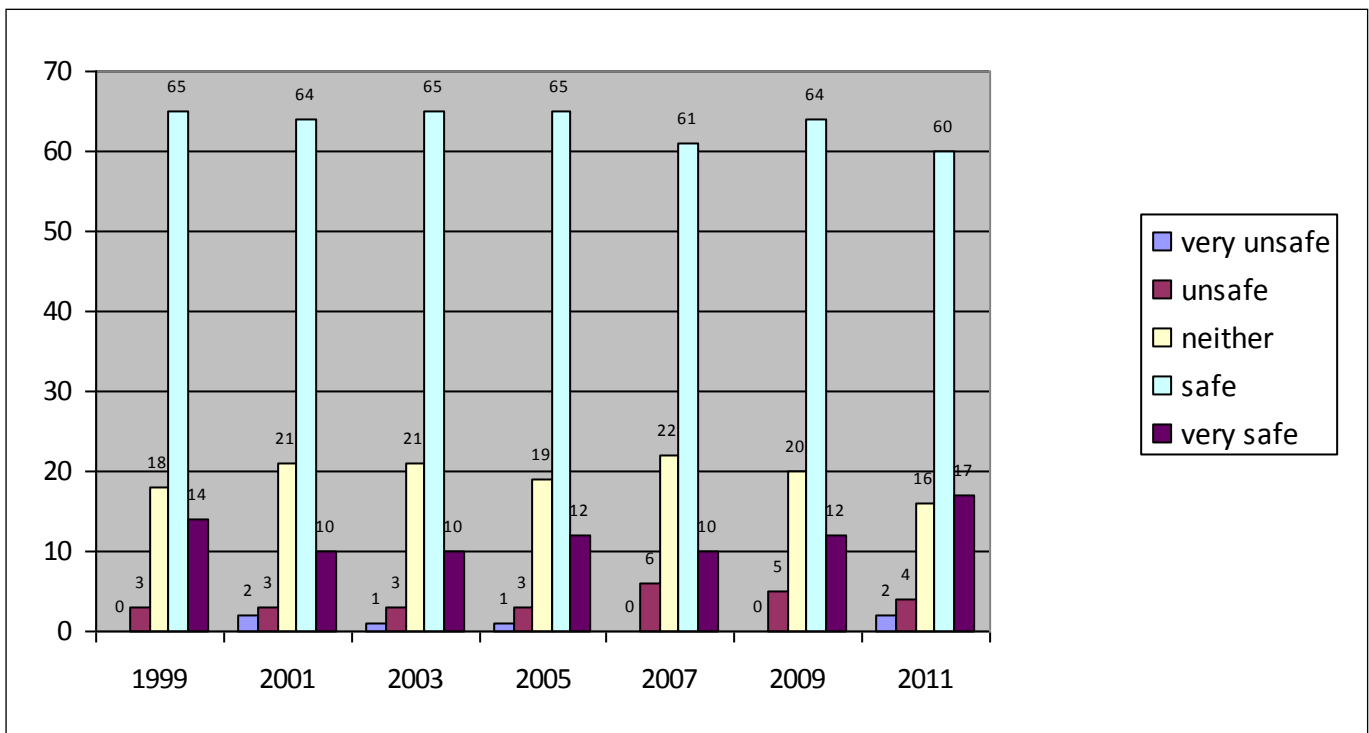


*Note: This question was not asked in 1999.

Rating of Personal Safety

Residents were asked their perception of personal safety in Longmont. Seventy-seven percent feel safe in Longmont while 6 percent feel unsafe. The sense of personal safety for Longmont residents has fluctuated slightly over time, ranging from 71 percent in 2007 to 79 percent in 1999. The minor percent of persons who feel unsafe in Longmont have ranged from a low of 3 percent in 1999 to a high of 6 percent, seen in 2007 and 2011.

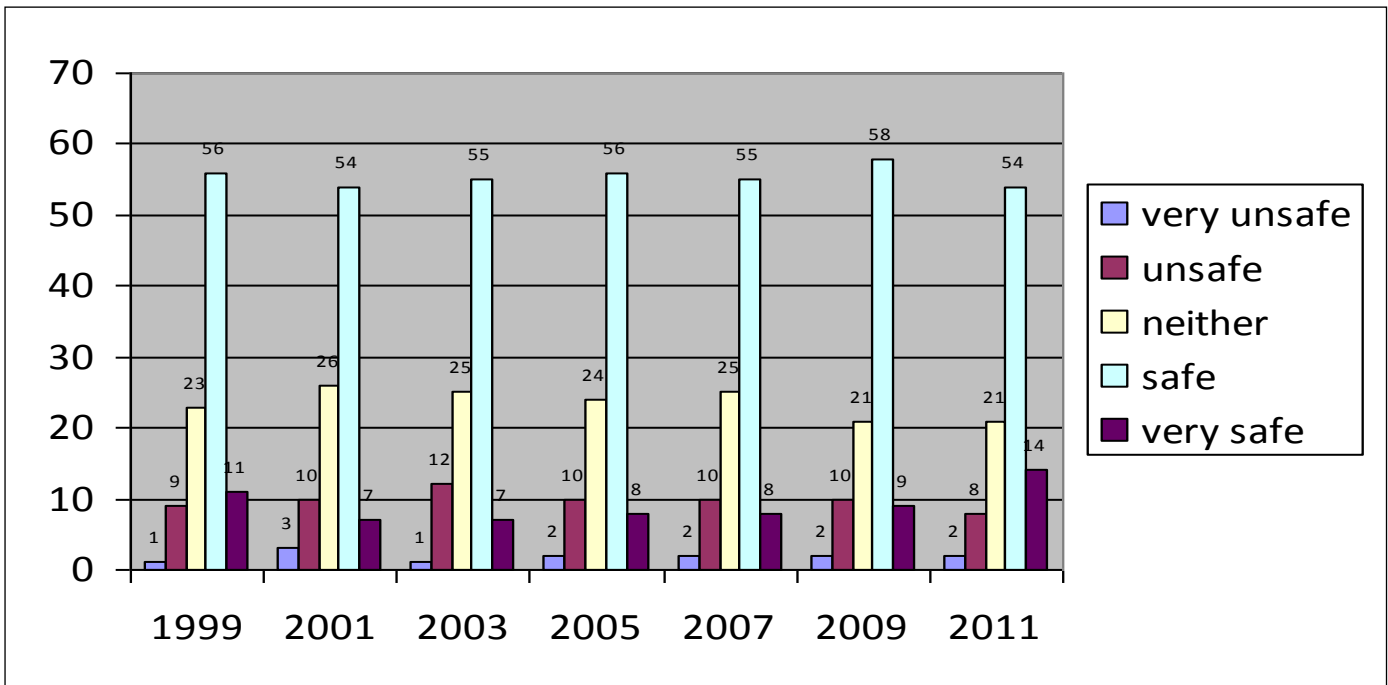
Residents' Rating of Personal Safety in Longmont
Comparing Results 1999 – 2011 by Percent
Longmont Public Safety-Community Survey



Rating of Property Safety

Residents were asked their perception of property safety in Longmont. Nearly 68 percent feel their property is safe in Longmont while 10 percent feel it is unsafe. These findings have remained fairly stable over the survey years, though concern has lessened somewhat in 2011.

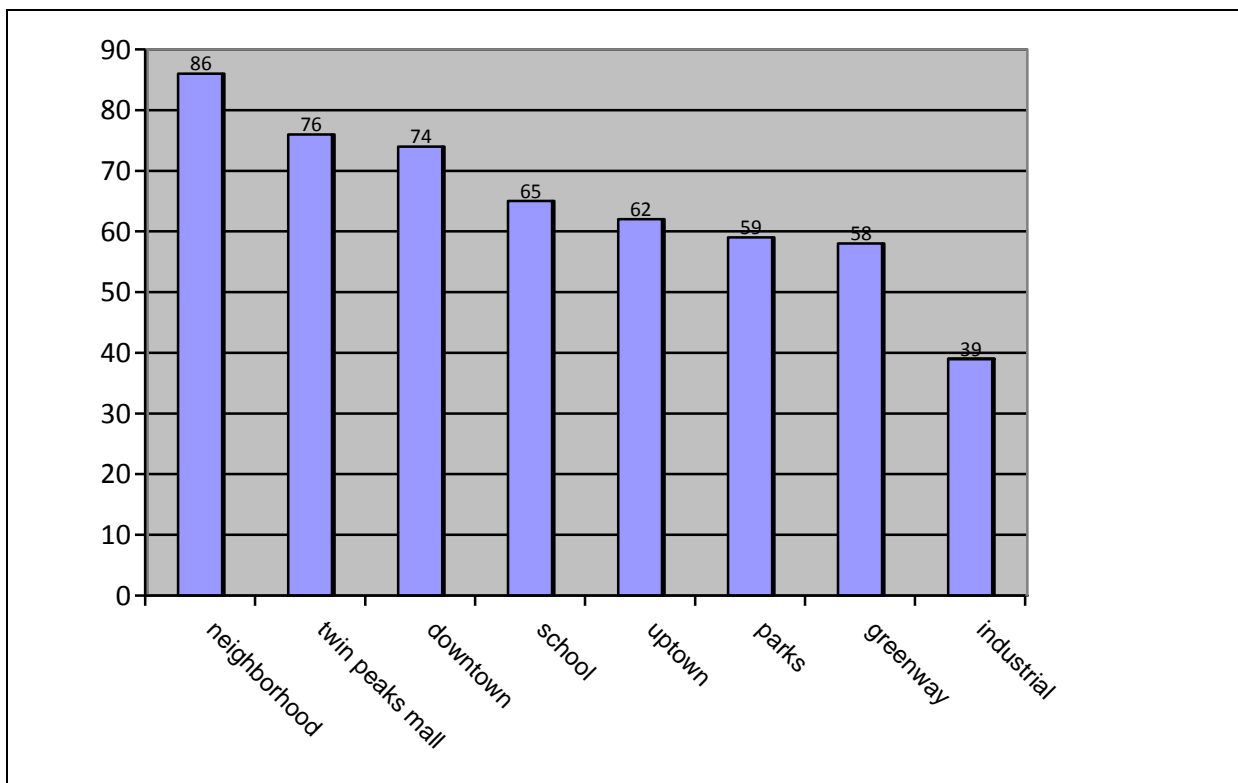
Residents' Rating of Property Safety in Longmont
Comparing Results 1999 – 2011 by Percent
Longmont Public Safety-Community Survey



Rating of Safety, Alone & At Night

Residents were asked to identify what locations in the City they would feel unsafe if they were **walking in that area alone at night**. Safety is rated highest within the resident's own neighborhood and at Twin Peaks Mall. Residents feel least safe in Longmont's industrial area, the uptown district, and in the city parks. The questionnaire did not ask the respondents why they felt safe or unsafe in these particular areas. In 2011, the sense of safety citywide has increased in every area. The more pronounced improvements occurred in the parks and uptown (increasing by 9 and 13 percentage points, respectively).

Residents' Perception that Area is **Very Safe or Safe**
When Walking Alone at Night, by Percent
2011 Longmont Public Safety-Community Survey



Crime Related Issues Impacting Longmont Residents

Rating of Neighborhood Problems

Respondents were asked to rate how problematic fifteen different crime and disorder related issues were for them in their neighborhood (asked to rank as no problem, minor problem, moderate problem, or major problem). While speeding vehicles remain the most pressing problem for residents, it has dropped 5 percent since 2009. Issues that have increased at least 5 percentage points in the last two years include **drugs, street disrepair and loitering adults**.

Percent of Residents who believe that an Issue is a Moderate or Major Problem
1999 – 2011 Longmont Public Safety-Community Survey*

ISSUE	1999	2001	2003	2005	2007	2009	2011
Speeding cars	43%	50%	46%	45%	41%	39%	34%
Sales solicitation	24%	26%	25%	22%	25%	23%	25%
Drugs	11%	16%	14%	14%	19%	14%	19%
Noise	18%	30%	25%	22%	22%	20%	18%
Animal problems	17%	20%	23%	20%	23%	19%	18%
Street disrepair	11%	17%	18%	14%	19%	12%	17%
Vandalism	19%	22%	22%	18%	22%	16%	15%
Graffiti	15%	11%	16%	14%	22%	16%	15%
Litter	16%	24%	19%	17%	17%	15%	15%
Code violations	n/a	20%	16%	14%	19%	17%	14%
Loitering youth	18%	19%	16%	16%	18%	16%	14%
Loitering adults	6%	10%	8%	9%	10%	8%	12%
Neighbor problems	8%	12%	12%	11%	11%	11%	10%
Serious crime	8%	8%	8%	7%	9%	10%	8%
Transients	n/a	n/a	n/a	n/a	n/a	n/a	8%
Abandoned cars	12%	16%	10%	10%	10%	9%	7%

*Reductions are highlighted in green.

Fear Over Potential Crime Events

Residents were asked to identify whether they were personally concerned that they or a family member would be victimized in Longmont by any of the following events. In 2011, concern has decreased for traffic related injuries and vandalism. They have increased slightly for burglary, physical and sexual assault, domestic and family violence, and workplace robbery.

Personal Concern Over 13 Potential Crime Events
Comparing 2009 with 2011
Longmont Public Safety-Community Survey*

Crime Event	Very Concerned		Somewhat Concerned		Not Concerned	
	2009	2011	2009	2011	2009	2011
Identity theft**	n/a	23%	n/a	50%	n/a	27%
Computer crime**	n/a	20%	n/a	46%	n/a	34%
Injured by careless driver	22%	17%	63%	59%	16%	24%
Injured by drunk driver	16%	14%	60%	55%	24%	31%
Home will be burglarized	14%	16%	55%	51%	30%	33%
Car will be broken in to	18%	14%	56%	57%	26%	29%
Property vandalized	13%	8%	51%	49%	36%	42%
Threatened or intimidated	10%	7%	35%	36%	55%	57%
Child molested or kidnapped	9%	8%	36%	35%	55%	56%
Workplace/School violence	6%	6%	32%	27%	62%	67%
Physically assaulted	5%	8%	33%	24%	62%	68%
Sexually assaulted	4%	7%	26%	24%	70%	69%
Place of work will be robbed	4%	7%	22%	18%	74%	75%
Victim of domestic violence	4%	5%	7%	10%	89%	85%
Victim of family violence	3%	3%	7%	12%	91%	85%

*The more significant changes are highlighted in green.

**Not asked in the previous surveys

Victimization

Rates of Victimization

Local and national crime statistics are based on the number of crimes reported to the police. In only rare cases are crime rates based on self-reported victimization. The largest self-reported victimization study is the National Crime Victimization Survey (NCVS) completed by the U. S. Department of Justice, Bureau of Justice Statistics. This is an extensive study, involving rigorous methodology and a lengthy set of questions for every resident over the age of twelve in the selected households. Since the Longmont survey has been designed to comprehensively evaluate a wide range of police services, it is not feasible to replicate the NCVS protocol in this study. Instead, a shortened victimization survey tailored to our needs has been included.

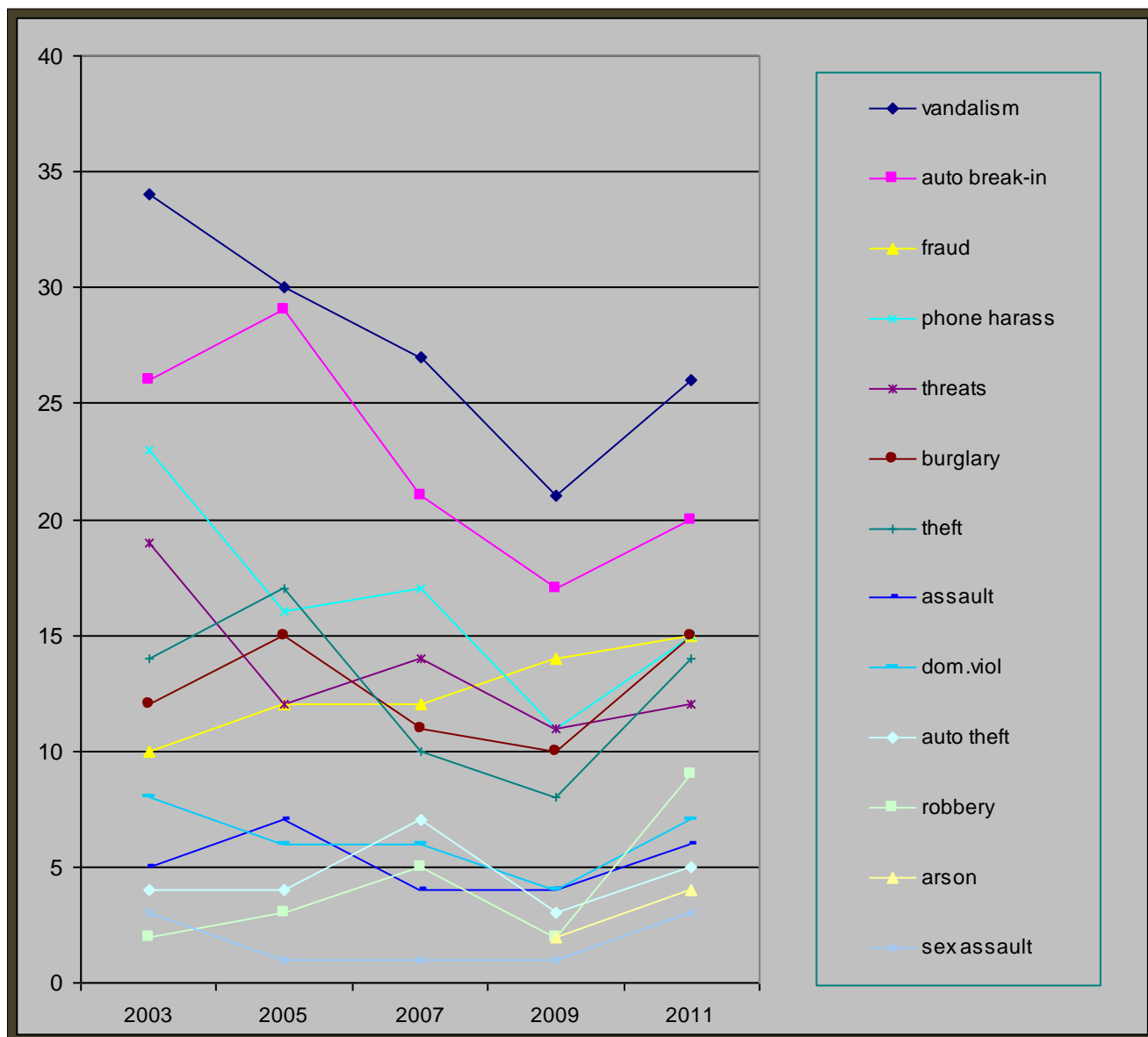
Residents were provided a list of thirteen crimes. They were asked to identify whether any member of the family, while in Longmont, had been a victim to any of these crimes during the last 12 months. Over the years, residents are most frequently victimized by vandalism, auto break-in, and fraud. Residents were most rarely victims of sexual assault, robbery, arson, and auto theft.

Since 2007, the rate of victimization has increased up to 7 percent for some crimes. Given this increase, it is interesting to note that residents' sense of safety has actually improved over the same time frame. The change over time is illustrated in the line chart seen on the next page.

Self-Reported Victimization in Longmont
Involving the Respondent or a Family Member during the Last Twelve Months
Comparing Percentages 2003 – 2011*
Longmont Public Safety-Community Survey

Crime Type	Year				
	2003	2005	2007	2009	2011
Vandalism	34%	30%	27%	21%	26%
Auto Break-In	26%	29%	21%	17%	20%
Fraud	10%	12%	12%	14%	15%
Telephone Harassment	23%	16%	17%	11%	15%
Burglary	12%	15%	11%	10%	15%
Theft	14%	17%	10%	8%	14%
Computer crime	Not asked	Not asked	Not asked	Not asked	13%
Intimidated or Threatened	19%	12%	14%	11%	12%
Identity theft	Not asked	Not asked	Not asked	Not asked	10%
Robbery	2%	3%	5%	2%	9%
Assault	5%	7%	4%	4%	6%
Domestic Violence	8%	6%	6%	4%	7%
Motor Vehicle Theft	4%	4%	7%	3%	5%
Arson	Not asked	Not asked	Not asked	2%	4%
Sexual Assault	3%	1%	1%	1%	3%

*In previous years, this chart recorded "full" percentages (denominator is all possible respondents). The current chart reflects "valid" percentages (denominator is only those who answered the question)



Elder Abuse

In 2009, a new question was added to the survey to help identify the prevalence of crimes perpetrated on persons age 60 or older. A little over 2 percent of the respondents answered that they or a family member over the age of 60 had been abused (physically, sexually, emotionally or financially) in the last 2 years. The respondent was asked to identify the victim's relationship with the perpetrator(s). The following table identifies those relationships. Based on these responses, elders are more likely to be abused by persons they know well, rather than strangers, care providers or professionals. This would align with national trends.

Offender's Relationship to Elder Victim by Number & Percent
Longmont Public Safety-Community Survey 2009 & 2011

RELATIONSHIP	2009 (N=1036)		2011 (N=903)	
	NUMBER	PERCENT	NUMBER	PERCENT
Family member	15	36%	19	38%
Friend	8	19%	2	4%
Neighbor	7	17%	10	20%
Business	3	7%	5	10%
Other (landlord, roommate)	3	7%	8	16%
Nursing home/assisted living staff	2	5%	0	0
Acquaintance	2	5%	3	6%
Criminal scam artist	1	2%	1	2%
Caregiver	1	2%	1	2%
Professional	0	0	1	2%
Minimum number of perpetrators	42	100%	50	100%
Sample #/% who indicated victimization	32	4%	20	2%

*Respondents were allowed to provide multiple answers (e.g., multiple victimizations/multiple perpetrators)

Reported Victimization

Residents were asked whether they had reporting their victimization to the police. The question was designed to determine if respondents had reported any of the 13 crimes previously asked, as well any incident of elder abuse. In 2011, a general count of those reporting totaled about 25 percent. Further, 69.7 percent of the respondents who indicated any victimization noted that they were victims of more than just one of the listed crimes. This underscores research that shows that victims are often re-victimized and that victimization at any level should result in greater police and community vigilance. 25 percent reported the crime to the police. The survey asks respondents if they reported and of their victimizations to the police. For those who were victimized by more than one crime type, it cannot be distinguished which crimes were reported more frequently. Only in cases where a respondent indicated victimization of just one of the listed crimes could an accurate reporting level be computed. The following table provides those results.

VICTIM OF ONLY THE LISTED CRIME-TYPE	REPORTED	DID NOT REPORT	FAILED TO INDICATE IF REPORTED
Burglary	100%	0	0
Identity theft	100%	0	0
Threats/intimidation	28.6%	50%	21.4%
Sex assault	25.8%	58.1%	16.1%
Elder abuse	20%	40%	40%
Fraud	15.4%	46.2%	38.5%
Theft	12.5%	50%	37.5%
Harassment	4.8%	66.7%	28.6%
Computer crime	0	76.9%	23.1%
Arson	0	0	100%
Domestic violence	Undetermined*		
Assault	Undetermined*		
Robbery	Undetermined*		
Auto theft	Undetermined*		

* All were victims of multiple crime types so unable to determine if this particular crime was reported

The following table should be reviewed with the following caveat. If respondents were victimized by more than one crime-type, it is possible that that only one of the multiple crime types was reported. For example, if someone's home was burglarized, their car was stolen, and they were harassed by phone, it is possible that only the auto theft was reported and not the other two crimes. It is not possible to distinguish from the question which of the three (or all three) were reported. In the following table, the numbers indicate how many respondents reported that they were victimized by this crime, but in terms of reporting, it may be that the report did not reflect that crime but a second crime from which they were victimized. In next year's survey, the question will be pre-phrased to more specifically address which crimes were and were not reported.

CRIME TYPE	NUMBER	PERCENT OF REPORTING*	PERCENT NOT REPORTED	PERCENT, UNKNOWN IF REPORTED
Burglary	48/127	38%	22%	40%
Auto break in	54/177	31%	24%	46%
Sex assault	7/25	28%	44%	28%
Vandalism	81/207	39%	22%	38%
Assault	26/50	52%	20%	28%
Phone harass	43/129	33%	26%	40%
Robbery	33/81	41%	26%	33%
Fraud	46/133	35%	26%	40%
DV	27/62	60%	16%	24%
Threats	38/105	36%	31%	32%
Auto theft	24/46	52%	22%	26%
Theft	39/121	32%	25%	43%
Arson	12/39	31%	38%	31%
Identity theft	42/85	49%	19%	45%
Computer crime	41/114	36%	19%	45%
Elder abuse	7/19%	37% %	53%	11%

*Victims who were victimized by the listed crime but may have reported a second victimization unrelated to this crime

Reasons for Not Reporting

Respondents were asked to identify the reason(s) they may have chosen to not report their victimization. The most common reason for not reporting a crime to the police was the belief that the crime was not serious enough to report. Secondly, they did not think the Longmont Police could help or would help. They were also concerned that that the offender would take revenge on them if they reported.

Percent of Respondents That Were Victimized, but Did Not Make a Police Report
2007-2011 Results by Percent
Longmont Public Safety-Community Survey

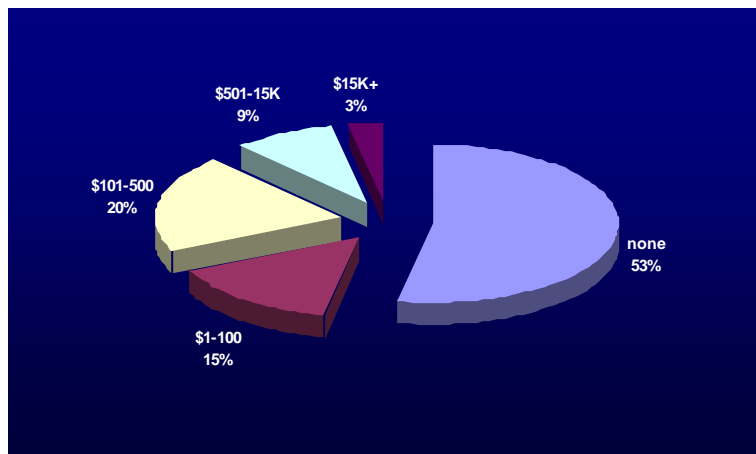
REASON FOR <u>NOT</u> REPORTING	Percent of Total 2007	Percent of Total 2009	Percent of Total 2011
	n=347	n=407	N=368
The crime did not seem serious enough to report	30%	32%	38%
Did not think the LPD could help	24%	27%	36%
Did not think the LPD would help	25%	19%	22%
Thought the offender might take revenge on me	17%	18%	18%
I believed someone else had reported the incident	12%	14%	14%
I do not trust the LPD	14%	9%	10%
I dealt with the offender myself	10%	10%	7%
Filed a report with insurance, security, or a HO's group	4%	6%	7%
I did not want to testify in court	2%	5%	5%
I was too busy	4%	3%	4%
I did not want to take the time to report the crime	2%	5%	3%
I am afraid of the LPD	2%	2%	3%
I do not like the LPD	5%	4%	2%
I was too embarrassed to report the crime	3%	3%	2%

Total will not equal 100% because respondents could provide more than one answer. *Percents indicate "valid percent;" that is, answers given by respondents who experienced a crime but indicated that they **did not report it**.

Financial Losses

Respondents that have experienced some victimization during the last twelve months were asked to indicate any associated financial loss (including property loss or damage and any medical bills). Over half the victims reported no associated loss. If loss was incurred, it typically fell under \$500.00.

Financial Loss from Criminal Victimization in the Last 12 Months
2011 Longmont Public Safety-Community Survey



Longmont Police Department Performance Measures

Reasons for Contact with the Longmont Police Department

Forty-two percent of the respondents replied that they have had contact with a member of the Longmont Police Department during the previous twelve months. This is lower than the 51 percent reported in 2009. As noted in the previous years, the most common reasons for citizens to be in contact with the police are to advise the police about a problem, traffic-related contact, or to report their victimization. The percent of casual encounters with the police has increased since 2009, but declined in 2011. Traffic contacts have increased since 2009.

Reasons Residents Contacted the Police Department in the Last 12 Months
Comparing Results in 2003 – 2011 Results by Percent
Longmont Public Safety-Community Survey

REASON FOR CONTACT	2003	2005	2007	2009	2011
To advise the police about a problem	35%	33%	36%	33%	35%
Due to a traffic accident, warning or ticket	21%	22%	18%	17%	22%
As a victim of a crime	26%	24%	21%	19%	21%
Regarding a crime the police were investigating	16%	14%	17%	18%	14%
To ask for assistance	15%	16%	16%	11%	13%
From a casual encounter	17%	14%	14%	17%	12%
Witnessed a crime	8%	6%	10%	11%	7%
Met at community meeting or event	7%	10%	6%	9%	7%
Encountered at a school	6%	5%	3%	5%	6%
To compliment or complain about police services	2%	2%	3%	2%	3%
Participated in a ride-a-long	2%	1%	1%	2%	1%
Arrested	2%	<1%	2%	1%	1%
Met at Neighborhood Watch meeting	2%	2%	2%	1%	1%
Contacted as a suspect or as a suspicious person	4%	<1%	1%	1%	2%
Compliment or complain about dispatch services	1%	<1%	<1%	1%	<1%

Note: Some residents reported multiple contacts for different reasons; therefore, percentages will not total 100%.

Contact with the Longmont Communications Center

Of those who spoke with a dispatcher, 87% reported that their contact was helpful.*

DISPATCHER WAS...	2009 (N=377)	2011 (N=250)
Definitely helpful	55%	59%
Mostly helpful	31%	28%
Not really helpful	9%	9%
Not helpful	5%	4%

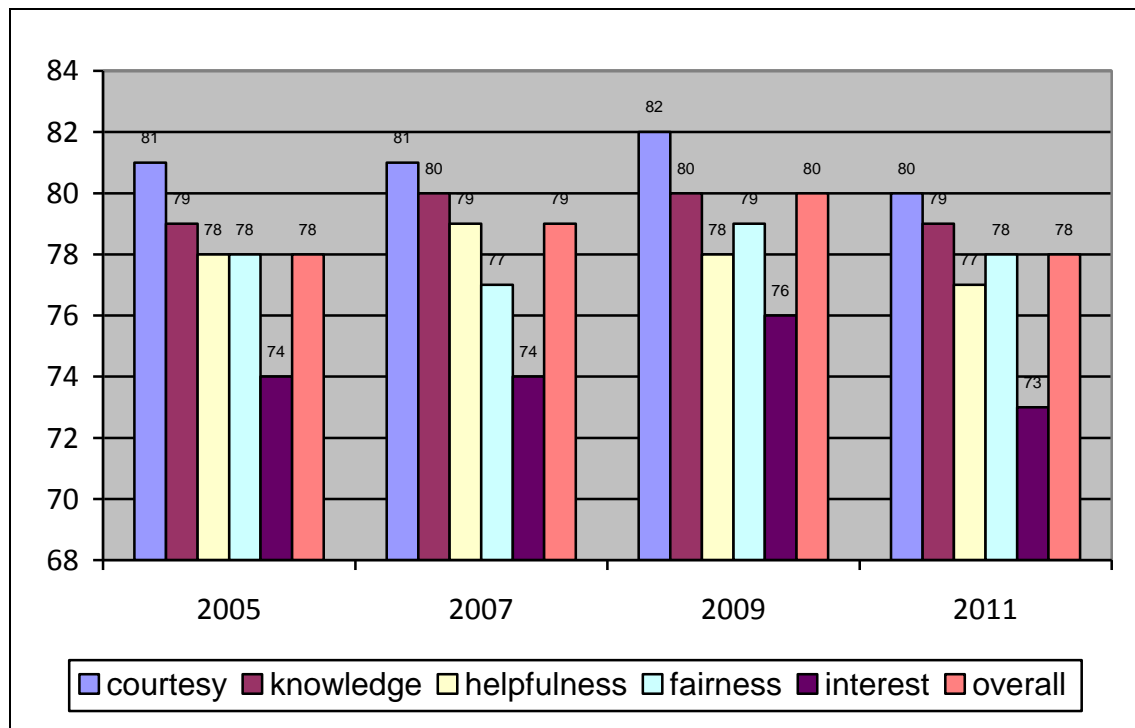
*Don't know/don't remember was eliminated in this computation.

Rating of Police Staff based on Recent Contact

Residents were asked to rate their most recent contact with the staff of the Longmont Police Department (within the last twelve months). Residents were asked to rate the staff on various professional skills and qualities. When asked to rate their overall impression of the Longmont Police staff member, **79 percent** gave a good or very good rating and **8 percent** gave a bad or very bad rating (eliminated “don’t know” answers).

Ratings were converted to a 100-point scale, where 0 equals Very Bad and 100 equals Very Good. Residents who indicated that they “didn’t know” were eliminated from the analysis. Overall, police staff was rated **78 on a 100-point scale** (v the 79 percent cited above). Over the years, residents have consistently rated the police staff highest in the area of “courtesy” and “knowledge” and lowest in the category “interest in addressing their concerns.” Overall, staff ratings have remained fairly stable over time, fluctuating only a few percentage points in either direction.

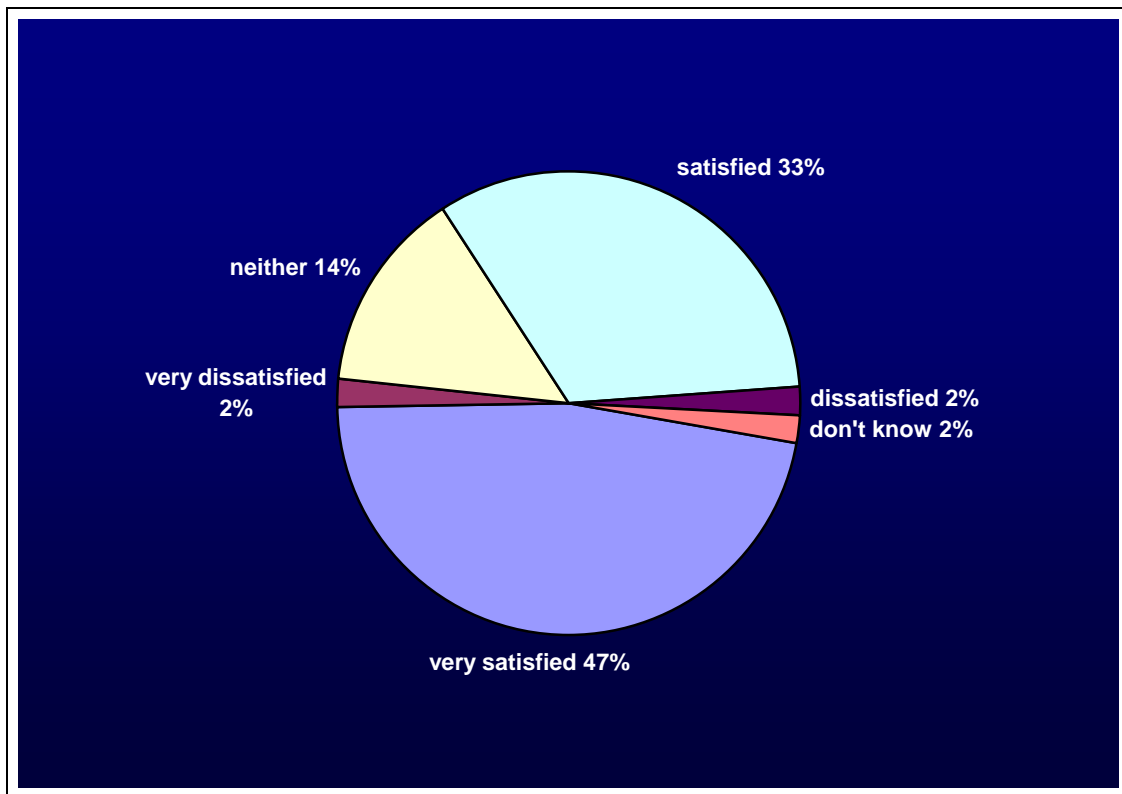
Rating of Longmont Police Staff Employee during Contact in the Last Twelve Months
Comparing 2005 - 2011 Results Using a 100-Point Scale
Longmont Public Safety-Community Survey



Overall Satisfaction with the Longmont Police Department

Residents were asked to rate their overall satisfaction with the Longmont Police Department. This differed from the previous question, since respondents could answer this question without having had any prior contact with the police department. Residents were free to answer this question based on general observation, the experience of others, or an intuitive feeling. In 2009, 75 percent of the respondents were satisfied with the police department's performance, while six percent were dissatisfied. In 2011, ratings improved. Eighty percent were satisfied with police services while four percent were dissatisfied.

Residents' Overall Satisfaction with the Longmont Police Department, in Percent
2011 Longmont Public Safety-Community Survey



Specific Performance Ratings of Various Police Services

Residents were asked to rate the Police Department on 17 areas of police service. Responses were converted to a **100-point scale** where 0 is equal to very bad and 100 is equal to very good. Residents were able to rate the police department without necessarily having direct contact with the agency or any member of its staff. While a resident might rate the quality of service based on personal experience, it is just as possible that it is derived from the experience of others, from newspaper accounts, or from casual observation.

The rating of police services increased in 2009 and again in 2011. In fact, some areas received notably higher ratings, such as “control of gang activity,” “reducing disorder,” “solving neighborhood problems” and “working with students in the schools.”

Performance Rating of Services using a **100-Point Scale***

Comparing Results 2001 - 2011

Longmont Public Safety-Community Survey

Category	2001	2003	2005	2007	2009	2011	% chg 09-11
Working with Students in the Schools	71	71	70	73	74	80	+8%
Arresting Criminals	72	72	72	75	76	78	
Victim Assistance	66	68	68	69	72	75	
Response Time	64	67	67	70	71	75	+6%
Crime Prevention	67	67	67	70	71	73	
Animal Control	66	67	68	68	70	73	
Investigation of Crimes	65	66	65	69	70	72	
High Visibility Patrol	61	62	62	64	69	71	
Safety Education	63	66	66	67	70	70	
Solving Neighborhood Problems	60	60	62	64	64	69	+8%
Traffic Enforcement	62	61	63	64	69	69	
Reduce Disorder	56	56	59	60	62	69	+11%
Drug Enforcement	63	64	62	65	63	68	+8%
Controlling Gang Activity	n/a	n/a	57	56	57	68	+19%
Controlling Juvenile Crime	57	60	60	61	64	67	
Helping Citizens Work Together	61	64	64	65	67	66	
Public Lectures or Presentations	64	63	63	68	66	64	

* Score eliminates the response category of “don’t know.” Score is based on respondents who provided an opinion.

Rating the Importance of Police Services

Residents were asked to rate the importance of the same list of 17 police services. The police department seeks to learn whether the services the department believes are important are also the services the public believes are important. Again, the answers are provided along a 100-point scale, where 0 equals not important and 100 equals essential.

Overall, the ranked order of various police services has remained relatively consistent over time. Traditional law enforcement roles have repeatedly rank highest. However, it is interesting to note that some of the traditional police activities that are rated as “essential” have lessened slightly in 2011 (arresting criminals, controlling gang activity, and drug enforcement) while residents’ evaluation of these same police services have increased.

Rating the Priority of Police Services: Comparing Results 2001 – 2011: Using **100-Point Scale** Longmont Public Safety-Community Survey

Category	2001	2003	2005	2007	2009	2011	% chg 09-11
Arresting Criminals	91	92	94	94	94	90	-4%
Investigation of Crimes	88	88	89	90	90	88	
Crime Prevention	86	86	88	88	89	84	-6%
Response Time	87	87	88	88	88	84	-5%
Controlling Gang Activity	n/a	n/a	88	91	91	84	-8%
Controlling Juvenile Crime	82	83	84	84	83	79	-5%
Drug Enforcement	80	84	83	85	84	78	-7%
Victim Assistance	74	75	76	77	77	76	
High Visibility Patrol	72	73	74	76	74	73	
Working with Students in the Schools	70	70	70	71	70	70	
Traffic Enforcement	72	72	71	74	70	69	
Helping Citizens Work Together	63	65	64	65	66	66	
Reduce Disorder	62	65	65	64	66	62	-6%
Safety Education	59	59	61	58	62	58	-6%
Animal Control	51	54	53	56	55	57	
Solving Neighborhood Problems	54	56	57	58	57	56	
Public Lectures or Presentations	47	47	46	47	48	48	

Balancing Quality and Priority

The survey was devised to continually evaluate the police department's performance and to gain a clearer understanding whether the priorities the police have established coincide with the priorities set by the public. The survey can help guide the Department in re-allocating or re-prioritizing resources. The following matrix identifies where various police services rank, both in importance and in quality.

The break between higher and lower quality is relative only to the range of scores between 0 and 100. With this relative ranking in mind, even the services rated as low importance and low priority are actually **viewed positively by a majority of Longmont residents.**¹

- *Services that are categorized as **Higher in Priority and Higher in Quality** is:*
 - *Arresting criminals*
 - *Investigation of crime*
 - *Response time*
 - *Victim assistance*
 - *Crime prevention*
 - *Visible patrol*
- *Services that are categorized as **Higher in Priority and Lower in Quality** are:*
 - *Drug enforcement*
 - *Control of juvenile crime*
 - *Control of gang activity*
- *Services that are categorized as **Lower in Priority and Higher in Quality** is:*
 - *Working with students*
 - *Animal control*
 - *Safety education*
- *Services that are categorized as **Lower in Priority and Lower in Quality** are:*
 - *Traffic enforcement*
 - *Disorder reduction*
 - *Neighborhood problem solving*
 - *Help Citizens Work Together*
 - *Lectures*

Quality & Importance of Police Services Change in Response: 2005 – 2011 Longmont Public Safety-Community Survey

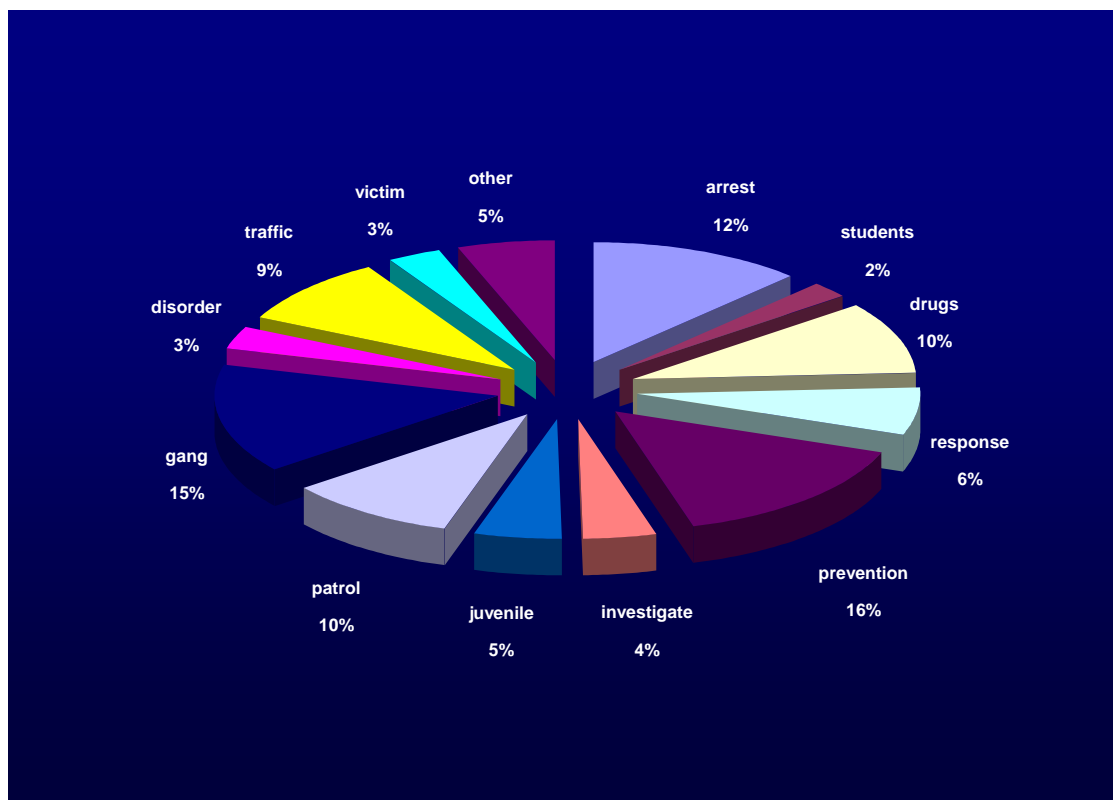
	High Priority					Lower Priority			
	2005	2007	2009	2011		2005	2007	2009	2011
High Quality	Arrest Investigation Resp time Victim assist Prevention	Arrest Investigation Resp. time Prevention Victim assist	Arrest Investigation Resp. time Prevention Victim assist	Arrest Investigation Resp time Victim assist Prevention Visible patrol		SRO Safety Ed Animal Control	SRO Animal Control Presentations	SRO Animal Control Presentations Safety Ed	SRO Animal Control Safety Ed
Lower Quality	Drugs Juv Crime Gang Control	Drugs Juv Crime Gang Control	Drugs Juv Crime Gang Control Visible patrol	Drugs Juv Crime Gang Control		Traffic Disorder Neigh POP Citizen work Visible patrol Lectures	Traffic Disorder Neigh POP Citizen work Safety Ed Visible patrol	Traffic Disorder Neigh POP Citizen work	Traffic Disorder Neigh POP Citizen work Lectures

¹ The median is used to determine the cut off between high and low. In 2011 the median importance rating is 72.90 and the median performance rating is 69.62 (mean importance score is 71.87 and mean performance score is 70.9).

Services Considered the Most Personally Beneficial

Residents were asked to identify in an open ended question, **what two services** they would **personally** find most beneficial, should the police department increase service in that area. Residents were asked to choose from the same list of services they had just ranked by quality and importance. Respondents were asked to provide the TWO most desired services, resulting in a total of 1,420 responses. More personal requests for service included greater crime prevention, gang control, arrest of criminals, visible patrol, and drug enforcement would personally benefit them.

Police Services Residents Would Find Most **Personally Beneficial** by Percent
2011 Public Safety-Community Survey



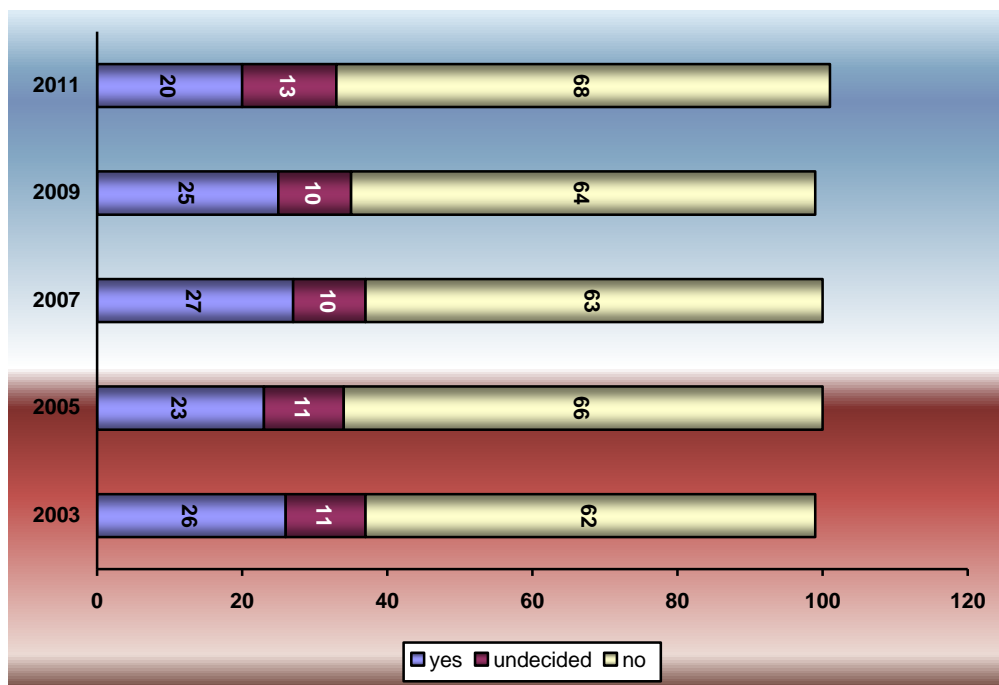
"Other" includes animal control, safety education, working with citizens for neighborhood safety, and lectures.

Ranked order	
Personally Beneficial Police Activity	Percent
Crime prevention	16%
Gang control	15%
Arresting criminals	12%
Visible patrol	10%
Drug enforcement	10%
Traffic enforcement	9%
Response Time	6%
Juvenile crime control	5%
Investigation of crimes	4%
Disorder reduction	3%

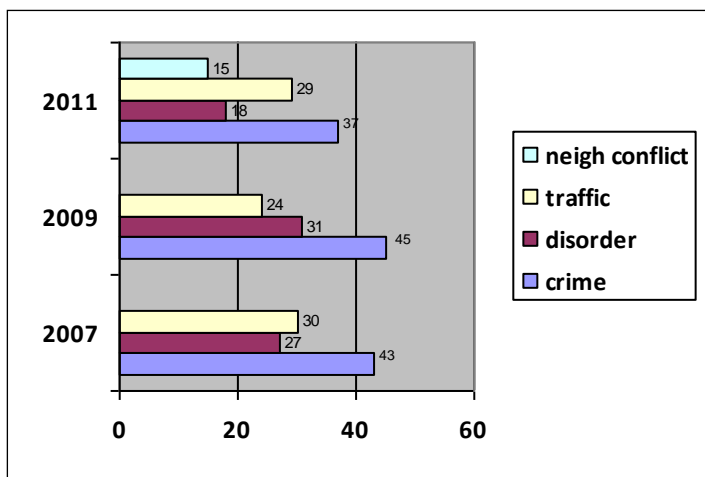
General Satisfaction with Neighborhood

One measure of a person's satisfaction with their neighborhood is to ask, "If you were given a chance, would you sell or move from your current home because of crime, disorder, neighborhood conflict, or traffic issues?" Between 2003 and 2009, the number of residents indicating a desire to move has remained fairly stable. In 2011, fewer residents reported an interest in moving. The most common reason for wanting to move remained a concern over crime, followed by traffic. Concern over disorder fell from past years, but given the new option of "neighborhood conflict" some respondents may have chosen this option instead of "disorder."

Percent of Residents that Would Choose to Move
Comparing 2003 through 2011



Reasons Residents Would Chose to Move
2007 - 2011 Public Safety-Community Survey



**Neighborhood conflict was added in the 2011 survey*

RESIDENT PARTICIPATION

The Role of the Police in Solving Community Problems

Over the last several decades, police departments have been called on to solve a wide array of problems, many of which are far outside the normal realm of police business. More recently, the Longmont Police Department has attempted to empower the community to take more control in ensuring order and civility in their own community. This involves the citizen exploring options and utilizing appropriate and safe corrective action in lieu of calling the police.

In the previous surveys (1999 through 2009), residents were asked to quantify how much the police should be responsible for solely correcting various community issues (entirely, very, somewhat, or not at all responsible). In past years, residents believed that the police were strongly responsible for the abatement of speeding and drunk driving followed by juvenile crime. They were less responsible for drug use, domestic violence and traffic congestion.

In 2011, the wording of this question was broadened to include a means to measure citizen willingness to partner with the police or other agencies in addressing social issues. Some additional social problems were also included. Citizens are more inclined to believe that traffic-related issues are the purview of the police, while drug use and neighborhood problems should fall predominately on the community.

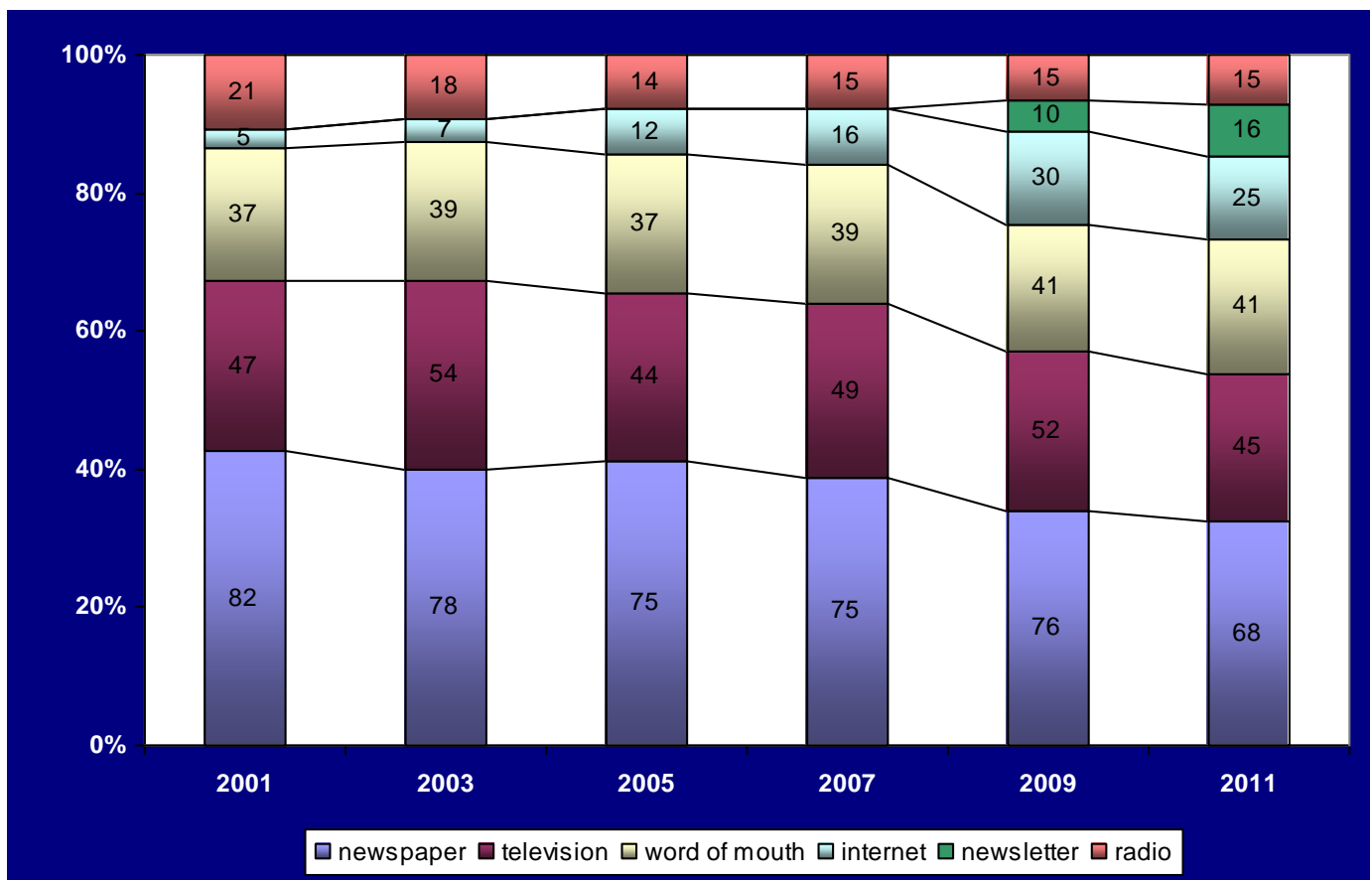
Respondents Willingness to Partner
In Solving Community Problems, 2011
Longmont Public Safety-Community Survey

PROBLEM	POLICE WORKING ALONE	POLICE WORKING WITH COMMUNITY AGENCIES	COMMUNITY WORKING WITH THE POLICE	COMMUNITY WORKING WITH COMMUNITY AGENCIES	COMMUNITY WORKING ALONE
Speed & Traffic Violations	63%	21%	12%	1%	3%
Drunk Driving	40%	35%	22%	2%	<1%
Traffic Congestion	40%	35%	15%	8%	3%
Gang Activity	22%	50%	26%	2%	<1%
Disorder	16%	36%	40%	7%	1%
Drug Use	12%	55%	23%	6%	45%
Domestic Violence	13%	54%	28%	5%	1%
Juvenile Crime	7%	55%	32%	6%	<1%
Neighborhood problems	7%	26%	51%	10%	5%

Information Sources

Residents were asked to identify how they were most frequently informed about crime in Longmont. Since the survey began, residents continually report that they are most likely to get the local news through the newspaper, television, or through word of mouth. Though the newspaper still remains the number one resource it is steadily declining. Internet use has shown significant growth since 2007. In 2011, additional internet resources were provided, allowing resident's to specify either the city police website and/or social media. Seven percent indicated they obtained crime news from the police website, and 8 percent did so via social media.

Sources of Information Related to Crime in Longmont
Comparing the 2001 through 2011 Results **by Percent**
Longmont Public Safety-Community Survey



*Percent will not total 100% because respondents were allowed to provide multiple answers. Sources under 10% were not displayed in this chart (social media 8%; channel 3 cable 7%; PD website 7%; Neighborhood organizations 6%; Crime Stoppers 3%; no sources 8%).

Crime Prevention Practices Used by Residents of Longmont

Residents were asked to identify whether a series of crime prevention practices are in use at their home. Though some crime prevention strategies have improved over the last ten years, there are areas that have tended to fluctuate downward. Street and residential lighting, securing occupied homes, and removing obstructions have declined which is a concern as they are the cornerstones of target hardening. It's encouraging to note that most residents are vigilant regarding the security of their on-line and personal identity.

Percent of Residents Using Crime Prevention Practices at Their Home in Longmont
Comparing the 1999 through 2011 Results by Percent
Longmont Public Safety-Community Survey

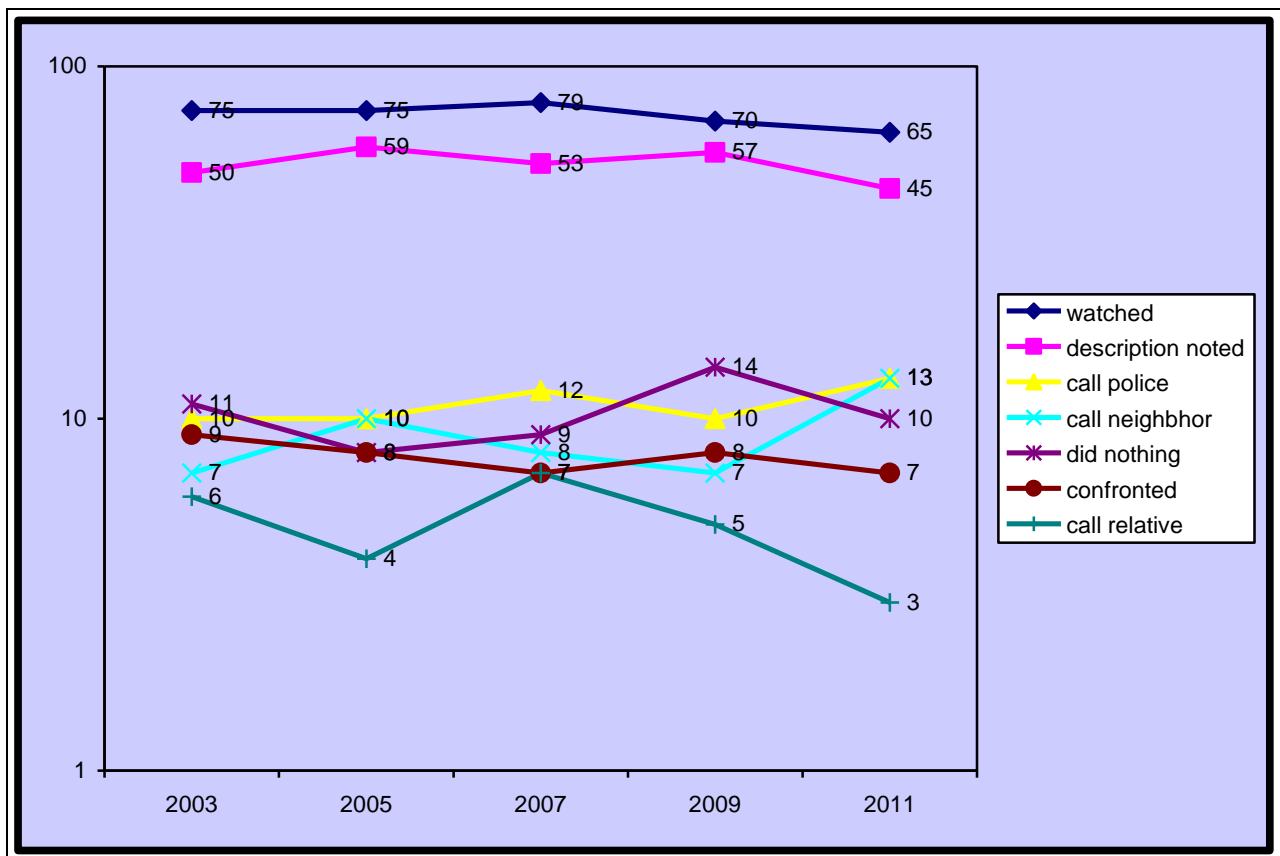
Crime Prevention Practices	Percent Yes						
	1999	2001	2003	2005	2007	2009	2011
Deadbolt locks on all exterior doors	73%	78%	76%	84%	86%	84%	85%
Adequate lighting around your property	79%	83%	82%	84%	86%	81%	78%
Adequate lighting on your street	73%	79%	78%	82%	79%	79%	73%
Keep front windows & doors clear of hiding places	77%	73%	74%	76%	75%	75%	71%
Even while home, doors & garages are kept locked	74%	63%	70%	75%	74%	71%	67%
Added locks on windows / sliding glass door	85%	54%	52%	58%	61%	55%	53%
Own a dog, at least partially for security reasons	n/a	33%	32%	32%	35%	32%	33%
Neighborhood Watch participation	13%	19%	21%	20%	20%	24%	24%
Carry a self-defense weapon while away from home	n/a	13%	14%	13%	14%	15%	15%
Home alarm system	7%	11%	13%	12%	10%	15%	12%
Carry a whistle or other attention-drawing device	n/a	n/a	n/a	n/a	10%	10%	8%
Protect identify (shred documents, protect psdws)	n/a	n/a	n/a	n/a	n/a	n/a	85%
Protect against internet predators	n/a	n/a	n/a	n/a	n/a	n/a	79%

Residents' Reaction to Suspicious Activity

Law enforcement personnel promote the concept of neighborhood vigilance, recommending that neighbors watch for suspicious cars, persons, or activities in their neighborhood. If such activity is seen, they are encouraged to contact the police department. Residents were asked if they had witnessed anything suspicious in their neighborhood in the last year, and what they did after making the observation.

About 32 percent of all respondents witnessed a suspicious event in their neighborhood in the last year. Most respondents reported passively watched the person (65%). Over half noted the person's physical description or the description of their car (45%). Thirteen percent called the police. In 2009, 33 percent observed something suspicious, 70 percent watched, 57 percent noted their description and 10 percent called the police.

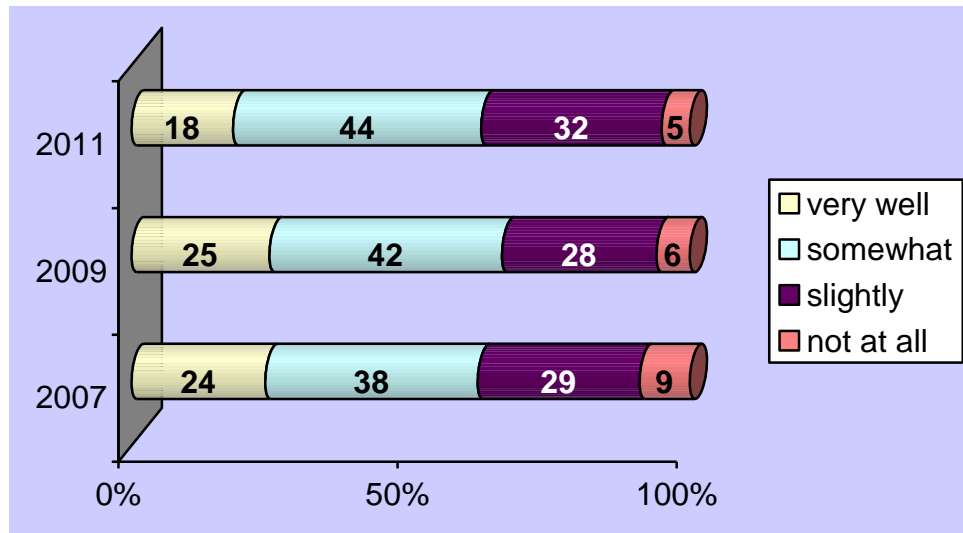
Residents' Reaction to Witnessing Suspicious Activity in their Neighborhood
Comparing 2003 through 2011 Results by Percent
Longmont Public Safety-Community Survey



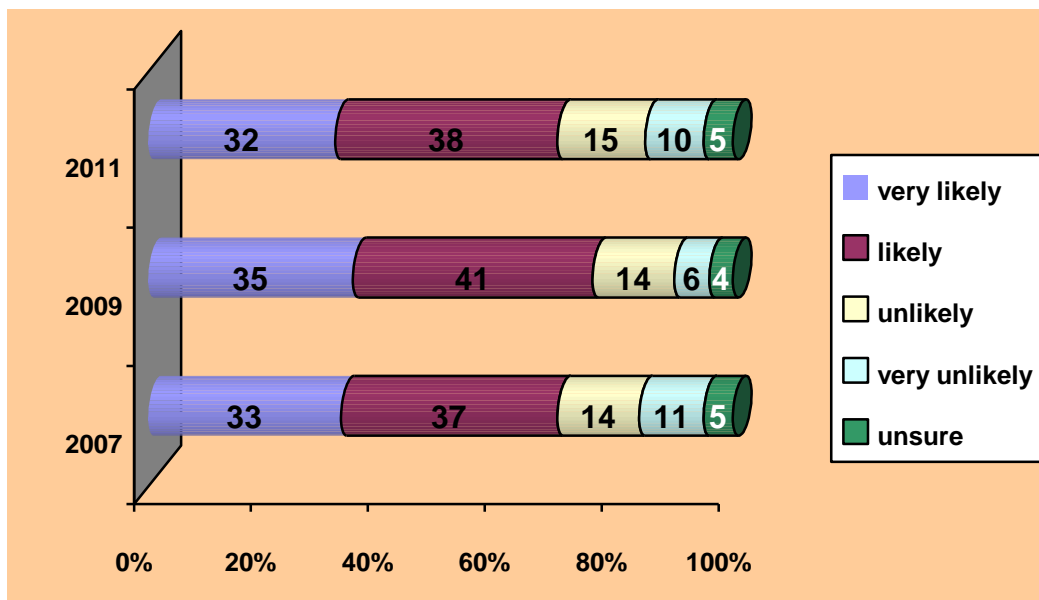
Total will not equal 100% because respondents were permitted more than one answer.

Since neighbors might be hesitant to get involved with persons or families they do not know, residents were asked how well they know their immediate neighbors. About 63 percent of the respondents indicated that they know their immediate neighbors well. About 5 percent did not know their neighbors at all. Residents were further asked if their neighbors would call the police if they saw someone suspicious around the respondent's home. Around 70 percent believe that the police would be called under those circumstances. For both questions, the percent has decreased since 2009.

How Well Residents Know Their Immediate Neighbors
2007 - 2011 Longmont Public Safety-Community Survey



Likelihood that Neighbors would Call the Police if Suspicious Activity Seen
At the Respondent's Home
2007 - 2011 Longmont Public Safety-Community Survey



DEMOGRAPHICS OF RESIDENT RESPONDENTS

If a large enough sample is drawn from a population, there is greater flexibility in analyzing the data (e.g., opinions can be compared by age, ethnicity, tenure, etc.). If the sample under-represents certain demographic populations, the answers from under-represented groups should be weighted to give that segment of the population its due voice (i.e., the same strength that would be derived if a representative number of persons had responded). The following table provides a breakdown between the demographics of those who responded opposed to the percent that live in Longmont. When there is both a disparity between the sample respondents and the population at large, as well as a difference in answers based on that demographic characteristic, the data should be weighted to reflect population figures. (See Appendix 1 regarding Survey Methods).

Sample, Population, & Weighted Demographics
Relevant to the 2011 Public Safety-Community Survey

Category	Characteristic	Un-weighted Sample	Population*	Weighted Sample
Gender	Female	59.7%	50.7%	50.9%
	Male	40.3%	49.3%	49.1%
Race	White	91.3%	69.3%	66.1%
	Hispanic	5.6%	24.6%	29.1%
	Other	3.1%	6.1%	4.8%
Tenure	Own	81.0%	63.5%	68.0%
	Rent	19.0%	36.5%	32.0%
Dwelling	Single-family home	72.3%	65.8%	66.9%
	Multi-family home (incl. trailer)	27.7%	34.2%	33.0%
Income	<14,999	5.9%	8.2%	9.4%
	\$15-24.9	11.6%	10.6%	11.1%
	\$25-34.9	10.3%	10.5%	11.3%
	\$35-49.9	15.7%	19.2%	19.6%
	\$50-74.9	19.9%	17.4%	17.4%
	\$75-99.9	15.6%	12.7%	15.0%
	\$100-150	13.3%	14.8%	10.4%
	\$>150	7.7%	6.7%	5.9%
Education	Less than high school	2.4%	11.5%	5.6%
	High school/GED	14.0%	24.8%	19.0%
	Some college	32.7%	30.4%	29.2%
	≥BA	51.0%	33.2%	46.2%
Age	18-24	2.3%	9.5%	11.6%
	25-34	9.4%	18.6%	19.6%
	35-44	15.1%	20.1%	20.4%
	45-54	19.9%	21.0%	19.4%
	55-65=4	22.9%	15.4%	15.7%
	>65	30.5%	15.3%	13.3%

Source: U.S. Census, 2010 & American Factfinder, 2005-2007.

APPENDIX 1

SURVEY METHODS

SURVEY METHODOLOGY

Sample Selection

Three thousand City of Longmont households were selected to participate in the Public Safety Community Survey using a random computerized selection process. A list of city addresses was compiled through the City of Longmont Information GIS Services. Questionable addresses were confirmed or eliminated by using the current city and utility billing database.

Multi-Family Versus Single-Family Dwelling

Attached units were over-sampled using a ratio of 5:3. Typically, residents living in attached units are less inclined to respond to a survey, so over-sampling from this population can help boost the response rate from residents living in attached units.

Survey Administration

The Longmont Public Safety Community Survey was administered by mail to a random sample of 3,000 households in Longmont, Colorado between June 10 and June 27, 2011. Households received three mailings. Initially, all selected households were sent a postcard advising them that the Longmont Public Safety Department was conducting a survey that would be mailed to them within a few days. Residents were assured that the survey responses were anonymous. The postcard was mailed on June 10, 2011. The first survey was mailed on June 16, 2011 and the second on June 27, 2011. Each survey was accompanied by a letter from the Chief of Public Safety introducing the survey and asking residents to complete and return it. A self-addressed stamped envelope was provided. Respondents were asked to discard the second survey if they had already completed and mailed the first. A number of mailings were returned to the Public Safety department because the address was vacant or invalid at the time. Surveys actually reached 2,801 households. From those who received the survey, 903 completed and returned it, resulting in a 32 percent response rate.

Response Rate

Under most circumstances, and given the sample design used, a researcher can expect a 33 percent response rate for the type of survey currently being administered. To ensure a minimum of 1,000 completed surveys, a sample size of 3,000 was selected. The margin of error used is (+/-) 3% with a 95 percent confidence level. A larger sample allows for greater cross-comparisons of opinion based on various demographic variables. If a sample size is too small, then the number of persons that might fall within a more narrow range of respondents (such as female Hispanics over 45 years of age) might be too small to provide any meaningful analysis. Since the biennial survey is designed to note any change in police performance over time, a larger sample with a smaller margin of error can reveal more subtle changes over time.

Weighting of Results

The survey results were entered into the statistical software program, Statistical Package for the Social Sciences (SPSS). Once a survey is completed, it is not uncommon to learn that certain demographic groups have been under-represented in the survey returns. When this is the case, the bias that is inherent in under-representation can be minimized by giving greater weight to the answers provided by the under-represented group.

There are two elements necessary in determining whether data should be weighted. First, there must be a notable difference between the respondent demographics and the city-wide demographics. Secondly, there must be a significant difference in opinions between the demographic groups that are over-represented, and those that are under-represented. If both conditions aren't present (demographic variation from the norm and a statistical difference in opinion based on demographic group), then weighting is not necessary. The survey questions used to identify critical differences were the questions most likely to evoke the greatest variability in response. Statistical significance was determined, using a

chi square statistic ($p \leq .05$). If differences are present, then a decision must be made what demographic variables are most important to weight. The demographics in the returned surveys were compared with the known demographics of the City, based on the 2010 U.S. Census Reports and American Factfinder. If a Census report was unavailable for the City of Longmont, census statistics for the western region, or the nation, were used.

The demographics that are under-represented in the survey and show a significant difference in opinion include: age, race, gender, and to a lesser degree, income. Once the most critical variables are weighted, other demographic variables can shift somewhat, because they are often inter-correlated with the weighted variables. The weighting scheme is depicted in the following table.

APPENDIX 2

FULL SET OF COMMUNITY SURVEY RESPONSES

LONGMONT PUBLIC SAFETY COMMUNITY SURVEY

This survey will be used to help evaluate and set priorities for police services in Longmont.
Your answers are anonymous and will be reported in group form only. Thank you for your response!

Total surveys in sample after weighting: n=903

- How do you rate the amount of crime in Longmont? N=886
☐ 18(2.0) ☐ 217(24.5) ☐ 389(43.9) ☐ 220(24.8) ☐ 42(4.8)
 very high somewhat high neither high nor low somewhat low very low
- How do you rate your personal safety in Longmont? N=897
☐ 149(16.7) ☐ 541(60.4) ☐ 147(16.4) ☐ 37(4.1) ☐ 22(2.4)
 very safe safe neither safe nor unsafe unsafe very unsafe
- How do you rate the safety of your property in Longmont? N=893
☐ 127(14.3) ☐ 483(54.1) ☐ 190(21.3) ☐ 72(8.0) ☐ 21(2.4)
 very safe safe neither safe nor unsafe unsafe very unsafe
- Please rate how safe or unsafe you would feel walking alone at night in the following areas of Longmont:

	Very Safe	Somewhat Safe	Somewhat Unsafe	Very Unsafe	Not Sure
Your Neighborhood (n=899)	354(39.4)	419(46.7)	88(9.8)	27(3.0)	11(1.2)
Bike Paths/Greenway (n=884)	136(15.4)	376(42.5)	238(26.9)	58(6.5)	77(8.7)
City Parks (n=884)	127(14.4)	390(44.2)	253(28.7)	60(6.8)	53(6.0)
Twin Peaks Mall/Other Shopping Complexes (n=883)	209(23.7)	457(51.8)	129(14.6)	33(3.7)	55(6.2)
Downtown (Main Street, from 1st to 9th Ave.) (n=892)	255(28.6)	407(45.7)	153(17.2)	34(3.8)	42(4.7)
Uptown (Main Street, from 9th to 23rd Ave.) (n=889)	133(15.0)	417(46.9)	211(23.7)	69(7.8)	58(6.6)
School Grounds (n=881)	199(22.6)	378(42.8)	136(15.4)	29(3.3)	140(15.9)
Industrial area (Main west to Sunset & 2nd south to Nelson) (n=890)	87(9.7)	260(29.0)	277(31.2)	111(12.5)	155(17.4)

Other areas in Longmont where you feel unsafe:

- Please indicate how much of a problem, if any, the following issues are in your neighborhood:

	No Problem	Minor Problem	Moderate Problem	Major Problem
Abandoned & junked cars (n=884)	609(68.9)	212(24.0)	52(5.9)	10(1.1)
Litter (n=883)	403(45.6)	347(39.3)	103(11.7)	30(3.4)
Animal problems (animals running loose, barking dogs) (n=887)	408(46.0)	317(35.8)	140(15.8)	21(2.4)
Street Disrepair(pot holes, street lights out, damaged signs)(n=886)	454(51.3)	281(31.7)	112(12.6)	39(4.4)
Loud Noise (n=887)	446(50.3)	283(31.9)	124(14.0)	34(3.8)
Problems with neighbors (n=890)	600(67.4)	203(22.8)	67(7.5)	20(2.3)
Speeding vehicles (n=898)	264(29.3)	329(36.7)	200(22.2)	106(11.8)
Loitering youth acting threatening or suspicious (n=891)	515(57.8)	251(28.1)	88(9.9)	38(4.2)
Vandalism (deliberate damage to property) (n=889)	426(47.9)	332(37.4)	88(9.9)	43(4.8)
Homes in violation of city codes (weeds, disrepair) (n=895)	493(55.1)	279(31.2)	94(10.5)	29(3.2)
Serious crime (e.g., assault, robbery, rape) (n=892)	642(72.0)	179(20.1)	52(5.8)	19(2.1)
Graffiti (n=888)	493(55.5)	263(29.6)	101(11.4)	32(3.6)
Solicitation (door to door sales, <u>NOT</u> telephone solicitation) (n=894)	244(27.3)	426(47.7)	188(21.0)	36(4.0)
Loitering adults acting threatening or suspicious (n=891)	614(68.9)	171(19.2)	80(9.0)	25(2.8)
Illegal drug use or sales (n=887)	559(63.0)	159(18.0)	102(11.5)	67(7.5)
Gang activity (n=868)	579(66.7)	194(22.4)	49(5.6)	46(5.3)
Transients (e.g., illegal camping, aggressive panhandling, intoxicated) (n=891)	668(74.9)	154(17.3)	57(6.3)	13(1.4)

6. How concerned are you that, in LONGMONT, the following might happen to you or a family member?

	Very Concerned	Somewhat Concerned	Not Concerned at All
Injured by a drunk driver (n=877)	119(13.5)	486(55.4)	273(31.1)
Injured by a careless driver (n=878)	151(17.1)	522(59.4)	206(23.5)
Car will be broken in to (n=873)	121(13.9)	497(57.0)	255(29.2)
Home will be burglarized (n=876)	137(15.6)	448(51.1)	291(33.3)
Threatened or intimidated (n=875)	60(6.8)	315(35.9)	501(57.2)
Child molested or kidnapped (n=869)	73(8.4)	306(35.3)	490(56.4)
Place of work will be robbed (n=852)	58(6.8)	152(17.9)	641(75.3)
Victim of domestic violence (from a past or current partner) (n=873)	43(4.9)	90(10.3)	740(84.7)
Victim of family violence (not including domestic violence) (n=875)	23(2.6)	108(12.4)	744(85.0)
Physically assaulted (n=875)	71(8.1)	209(23.9)	595(68.0)
Sexually assaulted (n=873)	61(7.0)	213(24.4)	599(68.6)
Property vandalized (n=873)	74(8.5)	429(49.1)	370(42.4)
Workplace or school violence (n=864)	51(5.9)	231(26.7)	583(67.4)
Child becoming a gang member (n=848)	74(8.8)	123(14.5)	651(76.8)
Identity theft (someone using your personal info for their benefit) (n=878)	202(23.0)	440(50.1)	237(27.0)
Computer crime (fraud, on-line predators, scams, cyber-stalk0 (n=876)	174(19.8)	405(46.3)	297(33.9)

7. Please indicate how often, if ever, the following crimes have happened to you or a family member, in Longmont, in the last 12 months. Please include crimes that happened in your home, at work in Longmont, or while shopping in Longmont.

	0 Times	1 Time	2 Times	3 or more Times
Burglary (entering a building without authorization and committing or attempting to commit any crime, e.g., theft, assault, vandalism, etc.) (n=870)	743(85.4)	86(9.8)	35(4.1)	6(0.7)
Auto break-in (entering a locked or unlocked car with the intent to steal something inside) (n=875)	698(79.8)	134(15.4)	35(4.0)	8(0.9)
Sexual assault (sexual contact without consent, with or w/o force)(n=874)	849(97.2)	21(2.5)	1(0.1)	2(0.3)
Vandalism (intentional damage or destruction of personal property)(n=873)	667(76.4)	164(18.8)	28(3.2)	14(1.6)
Assault (hit by another, resulting in pain or injury) (n=873)	823(94.3)	41(4.7)	7(0.8)	1(0.1)
Telephone Harassment; not solicitors(hang ups, threats, obscene) (n=870)	742(85.2)	96(11.0)	15(1.7)	18(2.1)
Robbery (taking something directly from you, by force or threat) (n=873)	791(90.7)	74(8.5)	7(0.9)	0
Fraud (unauthorized use of credit card or personal check, or obtaining money under false pretenses) (n=874)	742(84.9)	90(10.3)	25(2.9)	17(1.9)
Domestic violence (any intimidation, threats, or physical pain between persons that have been, or are presently involved as a couple) (n=873)	811(92.9)	48(5.5)	11(1.2)	4(0.4)
Intimidated or threatened (with or without a weapon) (n=872)	767(87.9)	60(6.9)	39(4.5)	6(0.7)
Motor vehicle theft (n=870)	826(94.9)	38(4.4)	6(0.7)	0
Theft (unlawfully taking of property. Do not include the losses noted under burglary, auto break-in, robbery, fraud, or motor vehicle theft) (n=863)	742(86.0)	101(11.8)	13(1.5)	6(0.7)
Arson (intentional or negligent burning that endangered persons or property) (n=869)	830(95.5)	39(4.5)	0	0
Identity theft (someone using personal information for their benefit) (n=874)	787(90.0)	74(8.5)	12(1.3)	1(0.2)
Computer crime (fraud, on-line predators, scams, cyber-stalk/bully) (n=872)	755(86.6)	83(9.5)	24(2.7)	11(1.3)

8. Have you or a family member age 60 or older who lives in Longmont been physically, sexually, emotionally, or financially victimized in the last two years **by someone known to you?** (n=811)

☐ Yes 20(2.4) ☐ No (If NO, skip to Question 10) 791(97.6)

9. If yes, was the person(s) who offended against you or your family member a (check all that apply):

- | | |
|---|---|
| <input type="checkbox"/> Family member 19(2.1) | <input type="checkbox"/> Neighbor 10(1.1) |
| <input type="checkbox"/> Paid caregiver 1(0.1) | <input type="checkbox"/> Business owner or mgr 5(0.6) |
| <input type="checkbox"/> Nursing home/Asst living staff (0) | <input type="checkbox"/> Criminal scam artist 1(0.1) |
| <input type="checkbox"/> Friend 2(0.2) | <input type="checkbox"/> Professional (dr, cpa, etc) 1(0.1) |
| <input type="checkbox"/> Acquaintance 3(0.4) | <input type="checkbox"/> Other (1prop mgr; 1 hacker, 5unk) |

10. Did you report any of the above crimes (referring to questions 7 or 8) to the police? (n=632)
- ☐ Yes 159(25.1) ☐ No 473(74.9)

11. Even though you may have reported one or more crimes to the Longmont Police Department, you may have not reported ALL of the crimes in which you have been a victim or witness. If you have been a victim or a witness to a crime, but did not make a report, what was the reason for not filing a report (Please check all that apply)?

(valid percent)

131(35.7)	Didn't think the LPD could help	15(4.1)	I was too busy
82(22.4)	Didn't think the LPD would help	20(5.4)	I didn't want to testify in court
66(18.0)	Thought offender might take revenge on me	9(2.4)	I don't like the Longmont Police
6(1.6)	Too embarrassed to report the crime	11(3.1)	I'm afraid of the Longmont Police
52(14.1)	Believed someone else had reported the incident	38(10.3)	I don't trust the Longmont Police
27(7.4)	Filed a report insurance, security, or HO assoc	24(6.6)	I dealt with the offender myself
9(2.6)	Didn't want to take the time to report the crime	139(37.7)	Did not seem serious enough to report
<input type="checkbox"/> Other (specify)			

12. If you were the victim of one or more crimes in the last 12 months, about how much do you estimate your financial losses to be from the incident(s)? (Please include loss due to theft, damage, and/or medical bills from injuries sustained from the above crimes). (n=516)

- ☐ No financial loss 272(52.8) ☐ \$101 to \$500 104(20.1) ☐ Over \$15,000 15(2.9)
- ☐ \$1 to \$100 76(14.8) ☐ \$501 to \$15,000 49(9.4)

13. During the last 12 months, did you have any phone or in-person contact with any other member of the Longmont Police Department? N=827)

- ☐ Yes 344(41.6) ☐ No >>> IF NO, SKIP TO QUESTION 17 483(58.4)

14. What were the reasons for the contact you had with the Longmont Police Department in the last 12 months? (Please check all that apply). (valid percent) (n=365)

I was a victim of a crime	77(21.2)	I witnessed a crime	26(7.1)
Met officer at a community meeting/event	27(7.4)	I participated in a ride-a-long	4(1.0)
Officers spoke to me re:crime they were investigating	50(13.8)	I encountered the police at a school	20(5.5)
Due to a traffic accident, warning, or ticket	82(22.5)	A casual encounter	45(12.3)
I was contacted as a suspect or as a suspicious person	6(1.8)	I was arrested	3(0.9)
To compliment or complain about police services	12(3.3)	To let the police know about a problem	127(34.9)
To compliment or complain about dispatch services	1(0.4)	To ask for assistance	48(13.1)
Met officer at a Neighborhood Watch meeting	3(0.8)	Other reason	

15. During your most recent telephone contact with the Communications Center, did you find the call-taker helpful? (n=383)

- | | |
|--|--|
| <input type="checkbox"/> Yes, definitely 147(38.5) | <input type="checkbox"/> No 10(2.6) |
| <input type="checkbox"/> Yes, mostly 70(18.3) | <input type="checkbox"/> Don't remember 17(4.4) |
| <input type="checkbox"/> Not really 23(6.0) | <input type="checkbox"/> Didn't talk to a call-taker 116(30.2) |

16. In recalling your MOST RECENT encounter with the Longmont Police Department (within the last 12 months), please rate the Police Department staff member on the following: (n=429)

	Very Good	Good	Neither Good nor Bad	Bad	Very Bad	Don't Know
Knowledge (n=429)	170(39.6)	153(35.8)	52(12.1)	9(2.1)	11(2.7)	33(7.8)
Helpfulness (n=429)	172(40.1)	136(31.7)	68(15.9)	18(4.3)	9(2.0)	25(5.9)
Level of interest in addressing concerns (n=427)	164(38.4)	127(29.7)	53(12.3)	28(6.5)	28(6.5)	28(6.5)
Courtesy (n=430)	195(45.2)	145(33.7)	39(9.1)	9(2.0)	22(5.1)	21(4.9)
Fairness (n=427)	185(43.3)	123(29.0)	61(14.2)	5(1.2)	19(4.5)	33(7.8)
Overall impression of staff member (n=431)	195(45.2)	128(29.7)	52(12.2)	14(3.2)	20(4.7)	21(5.0)

17. How important do you think each of the following police department roles is in Longmont?

	Essential	Very Important	Somewhat Important	Not Important
Arresting criminals (n=885)	687(77.6)	146(16.5)	47(5.3)	6(0.6)
Crime prevention (n=885)	554(62.6)	263(29.8)	45(5.1)	22(2.5)
Having ofcrs in the schools (safety, educ, intervention) (n=885)	329(37.1)	348(39.4)	163(18.5)	45(5.0)
Control of juvenile crime (n=878)	436(49.6)	354(40.3)	68(7.7)	20(2.3)
Victim assistance (n=875)	381(43.5)	371(42.3)	114(13.0)	9(1.1)
Providing home, business, & personal safety educ (n=883)	186(21.0)	328(37.1)	317(35.9)	52(5.9)
Animal control (n=884)	185(21.0)	302(34.2)	346(39.2)	50(5.7)
High visibility patrol (n=882)	393(44.5)	297(33.7)	158(17.9)	35(3.9)
Traffic enforcement (n=884)	315(35.6)	356(40.2)	175(19.8)	39(4.4)
Public lectures & presentations (n=873)	114(13.1)	278(31.9)	368(42.1)	113(12.9)
Drug enforcement (n=883)	477(54.0)	274(31.1)	99(11.2)	33(3.8)
Investigation of crimes (n=883)	614(69.6)	226(25.6)	39(4.4)	4(0.5)
Reducing disorder (e.g., noise, junked cars, litter) (n=891)	216(24.2)	363(40.8)	273(30.7)	38(4.3)
Solving neighborhood problems (n=882)	164(18.6)	338(38.3)	327(37.0)	54(6.1)
Response time (n=888)	528(59.5)	296(33.3)	61(6.8)	4(0.4)
Control of gang activity (n=888)	562(63.2)	259(29.2)	34(3.8)	34(3.8)
Showing citizens how, by working together, they can make their neighborhood safer (n=886)	252(28.5)	395(44.5)	203(22.9)	36(4.1)

18. If you wanted the Longmont Police Department to spend more time doing any of the tasks listed above, what would they be? Please select the **TWO MOST IMPORTANT** categories listed in question 17 that would have the **GREATEST IMPACT OR BENEFIT TO YOU, PERSONALLY**.

CRIME PREVENTION	213
GANG CONTROL	208
ARRESTING CRIMINALS	172
VISIBLE PATROL	138
DRUG ENFORCEMENT	135
TRAFFIC ENFORCEMENT	130
RESPONSE TIME	90
CONTROL JUVENILE CRIME	71
INVESTIGATING CRIMES	61
DISORDER	46
VICTIM ASSISTANCE	43
SHOW CITIZENS HOW TO WORK TOGETHER	37
OFFICERS IN SCHOOLS	35
ANIMAL CONTROL	18
SAFETY EDUCATION	12
NEIGHBORHOOD PROBLEM SOLVING	7
LECTURES	4

19. Please rate your overall satisfaction with the Longmont Police Department. (n=886)

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
very satisfied	somewhat satisfied	neither satisfied nor dis-satisfied	somewhat dis-satisfied	very dis-satisfied	don't know
419(47.3)	292(32.9)	122(13.8)	22(2.5)	13(1.5)	19(2.1)

20. Please rate the performance of the Longmont Police Department on the following categories:

	Very Good	Good	Neither	Bad	Very Bad	Don't Know
Arresting criminals (n=852)	163(19.1)	326(38.2)	76(8.9)	11(1.3)	3(0.4)	274(32.1)
Crime Prevention (n=838)	146(17.4)	343(41.0)	91(10.9)	39(4.7)	4(0.5)	214(25.5)
Having ofcrs in the schools (safety, educ, intervention)(n=845)	187(22.1)	287(34.0)	60(7.1)	8(0.9)	3(0.4)	300(35.6)
Control of juvenile crime (n=847)	103(12.1)	257(30.4)	130(15.4)	60(7.1)	9(1.0)	288(34.0)
Victim assistance (n=847)	94(11.1)	272(32.1)	104(12.3)	26(3.1)	7(0.8)	344(40.6)
Providing home, business & personal safety educ (n=843)	101(12.0)	193(22.9)	135(16.0)	28(3.3)	3(0.3)	383(45.5)
Animal control (n=848)	121(14.2)	353(41.7)	128(15.1)	17(2.0)	7(0.9)	222(26.2)
High visibility patrol (n=844)	140(16.6)	372(44.1)	161(19.1)	47(5.5)	4(0.4)	120(14.2)
Traffic enforcement (n=849)	122(14.4)	404(47.6)	145(17.1)	52(6.1)	12(1.5)	113(13.4)
Public lectures & presentations (n=842)	52(6.2)	209(24.8)	140(16.7)	48(5.7)	5(0.6)	388(46.1)
Drug enforcement (n=819)	108(13.2)	261(31.9)	101(12.3)	57(7.0)	12(1.5)	280(34.1)
Investigation of crimes (n=835)	132(15.9)	295(35.4)	82(9.8)	37(4.5)	10(1.2)	277(33.2)
Reducing disorder (e.g., noise, junked cars, litter) (n=841)	107(12.7)	290(34.4)	155(18.4)	39(4.6)	6(0.8)	244(29.0)
Solving neighborhood problems (n=844)	75(8.9)	267(31.8)	151(17.9)	13(1.6)	7(0.8)	330(39.1)
Response time (n=842)	162(19.3)	310(36.8)	108(12.9)	10(1.2)	12(1.4)	239(28.4)
Control of gang activity (n=841)	103(12.3)	270(32.1)	129(15.3)	43(5.1)	20(2.3)	277(32.9)
Showing citizens how, by working together, they can make their neighborhood safer (n=845)	79(9.4)	231(27.3)	134(15.8)	28(3.4)	25(2.9)	349(41.3)

21. How should Longmont best address the following safety issues? (please select **your primary choice only**)

<u>Primary responsibility should fall with....→</u>	The Police working alone	The Police working with other community agencies	Community members working with the police	Community members working with other community agencies	Community members working alone
Juvenile crime (n=828)	58(7.0)	454(54.8)	262(31.7)	50(6.0)	4(0.5)
Drug use (n=834)	103(12.4)	463(55.4)	189(22.7)	50(6.0)	29(3.5)
Domestic violence (n=831)	105(12.6)	450(54.2)	230(27.7)	38(4.6)	7(0.8)
Drunk driving (n=836)	334(39.9)	295(35.3)	188(22.5)	15(1.8)	4(0.5)
Traffic congestion (n=819)	325(39.7)	286(34.9)	120(14.7)	65(7.9)	23(2.8)
Speeding/traffic viol.(n=835)	525(62.9)	178(21.3)	99(11.9)	7(0.8)	26(3.1)
Neighborhood prob (n=818)	54(6.7)	216(26.4)	418(51.1)	86(10.5)	43(5.3)
Gang activity (n=821)	182(22.1)	409(49.8)	210(25.5)	18(2.2)	2(0.3)
Reducing disorder (n=818)	133(16.3)	291(35.5)	329(40.3)	54(6.6)	11(1.3)

22. Which, if any, of the following safety measures do you ROUTINELY USE, especially around your home?

	Yes	No	Not Sure
Deadbolt locks on all exterior doors (n=888)	752(84.7)	130(14.6)	6(0.6)
Additional locking mechanisms on windows/sliding glass doors(n=882)	465(52.7)	398(45.2)	19(2.1)
Home alarm system (n=866)	108(12.5)	751(86.7)	7(0.9)
Keep front windows & doors clear of hiding places (shrubs etc.)(n=884)	627(70.9)	230(26.0)	28(3.1)
Neighborhood Watch participation (n=857)	213(24.4)	613(70.1)	49(5.6)
Adequate lighting around your property (n=885)	694(78.4)	163(18.4)	28(3.2)
Adequate lighting on your street (n=878)	643(73.3)	195(22.2)	39(4.5)
Even while home, doors and garages are kept locked (n=870)	580(66.7)	263(30.3)	26(3.0)
Own a dog, at least partially for security reasons (n=882)	289(32.8)	562(63.8)	30(3.4)
Carry a weapon for self defense away from home (n=882)	134(15.2)	738(83.6)	10(1.1)
Carry a whistle or attention drawing device (n=878)	69(7.9)	796(90.6)	13(1.5)
Protect identity (e.g., shred documents, protect passwords, check your accounts) (n=891)	760(85.3)	119(13.4)	12(1.3)
Protect against internet predators (e.g., avoid scams, monitor children's internet use) (n=870)	688(79.1)	153(17.5)	29(3.4)

23. If given the chance, would you sell or move from your current home because of crime, disorder, traffic issues, or neighborhood conflict? (n=891)

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
yes, definitely	yes, possibly	undecided	no, probably not	definitely not
62(6.9)	113(12.6)	114(12.8)	283(31.8)	319(35.8)

24. If yes to #23, please circle the issue that is the most significant reason for wanting to move (check only one). (n=213)

<input type="checkbox"/> Crime	<input type="checkbox"/> Disorder	<input type="checkbox"/> Traffic	<input type="checkbox"/> Neighborhood conflict
79(37.3)	39(18.5)	62(29.1)	32(15.1)

25. Which of the following information sources do you ROUTINELY use to learn about crimes happening in the City of Longmont? (Please check all that apply). (n=888)

Newspaper	604(68.1)	Community newsletters	141(15.9)	Channel 3	62(7.0)
Neighborhood org & newsletters	55(6.2)	BC Crime Stoppers	28(3.2)	Word of mouth	361(40.6)
Radio	130(14.7)	Television	401(45.1)	The internet news	225(25.3)
Social Network (Facebook, Twitter)	70(7.9)	City LPD Website	66(7.4)	<input type="checkbox"/> None	71(8.0)
Other (specify)					

26. In the last 3 months, did you ever see anyone in your neighborhood who struck you as suspicious? (n=864)

<input type="checkbox"/> Yes	274(31.7)
<input type="checkbox"/> No >>> IF NO, SKIP TO QUESTION 28.	590(68.3)

27. If yes, what, if anything, was your reaction to the event? (Please check all that apply). (n=621)

Confronted the person	20(6.9)	Watched the person	183(65.0)
Called a neighbor	38(13.3)	Noted person's description/car description	127(45.1)
Called a relative or friend	9(3.2)	I did not react to the situation	27(9.6)
Called the police department	38(13.3)	Other	

28. How well do you know your neighbors, particularly those who live closest to your home? (n=853)

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
very well	somewhat well	slightly	not at all
155(18.2)	380(44.5)	272(31.9)	46(5.4)

29. What do you think is the likelihood that any of your immediate neighbors would call the police department if they saw someone suspicious around your home and had no way to contact you? (n=893)

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
very likely	somewhat likely	somewhat unlikely	very unlikely	not sure
286(32.0)	341(38.2)	131(14.6)	88(9.9)	47(5.3)

30. If you could make recommendations to improve the Longmont Police Department, what would they be?

The final questions are about you and your household. Again, your answers to this survey are completely anonymous and will be reported in group form only.

31. How many years have you lived in Longmont?
_____ (Please mark "0" if less than 6 months)

32. What kind of residence to you live in? (n=889)

Single family home	595(66.9)
Condo/townhouse	125(14.0)
Apartment	1111(12.4)
Mobile home	19(2.1)
Other	40(4.5)

33. Do you rent or own your residence? (n=884)

Own	602(68.0)
Rent	284(32.0)

34. How many people (including yourself) live in your household? _____

35. Does your household have a telephone? (n=856)

Yes	544(63.5)
No	15(1.7)
Cell phone only	297(34.7)

36. Which of the following categories best describes the highest level of formal education you have completed? (n=871)

<input type="checkbox"/> 0-11 years	49(5.6)
<input type="checkbox"/> high school graduate	165(19.0)
<input type="checkbox"/> some college or A.S.	254(29.2)
<input type="checkbox"/> bachelor degree	192(22.1)
<input type="checkbox"/> graduate or professional degree	210(24.1)

37. How much was your household's total income before taxes in 2010? (n=809)

<\$14,999	76(9.4)
\$15-\$24	89(11.1)
\$25-\$34,9	91(11.3)
\$35-\$49,9	159(19.6)
\$50-\$74,9	141(17.4)
\$77-\$99,9	121(15.0)
\$100k-\$149,9	84(10.4)
over \$150K	48(5.9)

38. Which of the following best describes your age? (n=861)

- ☐ 18-24 100(11.6)
- ☐ 25-34 169(19.6)
- ☐ 35-44 176(20.4)
- ☐ 45-54 167(19.4)
- ☐ 55-64 135(15.7)
- ☐ ≥65 115(13.3)

39. Which of the following best describes your race or ethnicity? (n=864)

- ☐ White 571(66.1)
- ☐ Hispanic/Latino 251(29.1)
- ☐ Black/African American 1(0.2)
- ☐ Asian or Pacific Islander 27(3.1)
- ☐ Amer Indian, Eskimo, or Aleut 2(0.3)
- ☐ Other _____ 12(1.4)

40. Your gender. (n=879)

- ☐ Female 447(50.9) ☐ Male 432(49.1)

41. What is the nearest intersection to your home? (Please list the closest intersection whether it includes major or smaller streets).

_____ AND _____

42. How many people in your household are 18 years of age or younger? _____

.

APPENDIX 3

OPEN – ENDED RESPONSES

LONGMONT PUBLIC SAFETY COMMUNITY SURVEY OPEN ENDED RESPONSES

Q1. RATING THE AMOUNT OF CRIME IN LONGMONT

- ☐ I do not know what the crime's statistics really are.

Q2. RATING PERSONAL SAFETY IN LONGMONT

- ☐ Not safe with: police, prop. mgrs., health

Q4. OTHER AREAS YOU FEEL UNSAFE WALKING ALONE AT NIGHT

- ☐ I never use them, so I don't know. I never go there. I never go on them. I never go on them.

Q5. PROBLEM ISSUES IN YOUR NEIGHBORHOOD

- ☐ On the property where I live the manager never picks up garbage. It is littered. Apartment prop. owners who do not repair their property. I like & support art graffiti! Phone- a major problem or homeless people who should be helped, not violated. What's the point? Somebody's idea of controlling the population!! You must stop this so-called crime-free program. Light shining in windows, beautiful bushes hacked down, snitching by apartment building stuff for the police, evicting people bypassing their legal rights, are not moral or helping!!
- ☐ Had youth soliciting door to door when I said I wasn't interested they threatened to rob my home. On a 2nd visit they said hello "Mike" got any drugs for sale. My name is not Mike. I do not do or sell drugs.
- ☐ By Loomiller Park very occasionally
- ☐ A little unsafe

Q6. CONCERNS OF VICTIMIZATION IN LONGMONT

The property manager listens on my and other residents' phone lines. I have talked with the phone company and asked them to secure my line, so that he cannot get on it. He has open access to our phone lines. He believes that he may do this, and other actions towards us because he believes that the police and the city government, have given him this power. Property manager comes in as he unreadable without my permission & our knowledge by property management

Q7. VICTIMIZATION

- ☐ By prop. mgr. & city
- ☐ Fraud trying to get bank account numbers. They were not successful.

Q11. REASONS FOR NOT REPORTING

- ☐ Have had members of Longmont Police Department refer to me as "Mike" I am not Mike. While I have not been seriously wronged by the Police. I have been concerned that this mistaken identity problem could render investigations somewhat ineffective.
- ☐ Ongoing

Q14. REASONS FOR CONTACT

- ☐ Referred to me as "Mike" while I was shopping at Smart Co!

Q16. RATING OF STAFF MEMBER

- ☐ Couldn't get prints w/2 attempts not particularly empathetic especially w/ unreadable waiting for this clearance. (very soft, worn, tips)

Q17. PRIORITY

- ☐ Very bad for children & parents. Not good. I would not turn to the police for this.

Q18. MOST IMPORTANT POLICE TASKS TO YOU, PERSONNALLY

- ☐ Going too fast.

Q19. OVERALL SATISFACTION WITH POLICE SERVICES

- ☐ except for mistaken identity problem very satisfied

Q20. PERFORMANCE RATING

- ☐ How would I know? Police do not belong in schools. The crime free program is not an answer-it violates our rights to happy & healthy living.
- ☐ I really don't know this information to rate the LPD

Q21. PARTNERSHIPS WITH THE COMMUNITY

- ☐ Is not a "safety" issue it is personal. What is disorder?- Someone's or a few people's ideas of what they dislike about other people & their homes? The question is what is the definition of safety? I don't have any reason to know that I am "safe" from the dangers of: so called "fertilizers," – "household" and govt and business chemicals, - herbicides, pesticides sprays- by the city and county, and by individuals, noises from the way-too-loud train signals, the incredibly ear-hurting jet noise from the military flying over; the unnecessarily loud and continuous uses of blowers, mowers and cutters, when handmovers and pruning shears would do the jobs, using no gas or oil, or emitting noise and polluting fumes. The poisons in our water and air from the toxic chemicals that our local and other governments can and should ban the use of the coal and nuclear poisons emitted from our electricity sources.
- ☐ Arrest the drunk drivers & give long term severe consequences before they kill someone!

Q22. CRIME PREVENTION PRACTICES

- ☐ This is not crime preventing. Nonsense. This has led to destruction of our nature. No it is unreadable us who live in our apts. There is too much. Is it illegal to carry these? I try to but the database of information gathering are the greatest theft of our identity; and the police maintain the biggest!! What about phone scams "they are constant. How protect?

Q23. WOULD MOVE OR NOT

- ☐ I would move because of the chemicals used on the property, which cause illness, and the lights

Q25. SOURCES OF INFORMATION

- ☐ The city's lights shining all night doing no good causing me never to have a good night sleep, not to see the night sky. I don't preoccupy myself with "crimes". Because I have to close window coverings to shield as much as unreadable from these lights I cannot get the wonderful cool air so the apartment stifles. The police, the property manager, his family- they are on my phone line the manager listens. He has come over and been threatening. He has DUI 's and he is a drunk.

Q28. FAMILIARITY WITH NEIGHBORS

- ☐ The people who live in this building appear to care nothing about each other, they take their apathy from the way the manager and property owners behave. If the property manager, ownership, and police really cared about people, they would behave differently towards us. Why not change your roles? Work with people, find out what they need, planting- neighborhood gardens, clean up toxic wastes, protecting nature!! Wildflowers bees birds, etc. as a community would do more to create a happy and safe life for us than this focus on crime, snitching/spying on each other, and the police violence.

Q29. NEIGHBORS WOULD NOTIFY POLICE IF PROBLEM OBSERVED

- ☐ How do you define suspicious? A religion, an ethnicity, an age, a gender, color of skin, kind of clothes?

Q30. GENERAL COMMENTS

- ☐ Issue the next street over. I would have been much less panicked.
- ☐ As bars that are opened late nights.
- ☐ Don't remember her name but she works afternoon and/or night shift w/ short blond hair
- ☐ the advice do not live in Longmont, but work here. When see disorder, stop and report. Walk streets & talk to the people ask where the problems are.
- ☐ day. It is a dangerous and challenging road to drive on anytime!
- ☐ They just need to pick their trash up. If a person has permission from the pastor of a church to sleep in his car in the parking lot, leave the person alone. Don't hassle the homeless for the fun of it! They are human! How would you like to be treated if you were homeless?
- ☐ and trying to expand the safe areas into surrounding "iffy" areas will help contain the not-so-safe areas to a manageable size. I think they've done a fantastic job reducing the gang problem in the few years we've been here. Keep doing what they've been doing and Longmont will continue to be known as a great place to live. I think they know what needs to be done, so just let them do it.
- ☐ Basis sometimes losing control. Never have seen police write a single speeding ticket.
- ☐ Drugs these two Police officers should be identified and investigated. Once again my name is not "Mike" and I do not do drugs!
- ☐ grounds once then leave someone they rented the pavilion to. (i.e. not following the rules outlined in their contract with the park.) We don't enjoy becoming a "nuisance" to the police when the rules aren't followed. This shouldn't be our responsibility. Thanks! Also, the transient control has been greatly improved! This is very much appreciated.
- ☐ -and to whom report criminal activities. Define line of communications.
- ☐ can be done. Being able to give what info I have to the person answering the phone instead of having to talk to an officer at a later time would be appreciated.
- ☐ Dear Sir, I'm not filling this out as it is against my religion. All I can say is we need to hire people to protect our police. Unreadable
- ☐ from Longmont and get away from the crime etc.
- ☐ between Longmont and Boulder is a zoo. Drivers are very aggressive, especially in the morning.
- ☐ was very very disappointed in the "taking care of our own mentality." That gave me a bad taste for the dept- hope it still isn't happening. Wish there was a way to report this type of employee.
- ☐ #1 I thought this was an excellent survey! Could a trial task force be implemented to study problem communities & put a survey like this in the newspaper for people to fill in & mail to you? A study on each community could be done & checked 1 yr later to see improvements? Also: #2 What crime or area of crime most effects the elderly?- those 60,70,80 yrs? Or worries them? #3 Also, what crime affects those in nursing homes? ...abuse, fraud, assaults, meds., theft., pharmacy paper work fraud of their meds etc. #4 Also write in the newspaper an anonymous article about anonymously reporting a crime & how it will be handled so folks will know. #5 the system where you call us to report a missing child is so neat- can you follow up in the paper if child was found, (hopefully) where, what happened etc. To not know or hear is awful. #6 Your police "beat" map you included is great... also neat when in paper. Address more training for alcohol consumption & legal limit to drive & how much food to eat approx.) Let community know more regarding street gangs, their m.o.'s & info for public; how they are chased off, caught etc; more regarding gangs & drugs & talks by drug & gang specialists. More police training for arresting the mentally ill. Not for police but: Longmont needs for the special needs young adult or older adult: more adequate patient & understanding jobs & employers for developmentally disable or special needs teens, young adults or adults- that will allow them dignity & self-esteem & responsibility in working a job with adequate pay, & provide mentors to help them along as they work...
- ☐ does nothing to make this a better community.
- ☐ Communicate. They have no respect for the constitution or the Bill of Rights and the human rights to be treated justly and non-violently. They are arrogant in their unreadable that they don't have to do unreadable these good things. They are given power they should not have. Sexist. I think that this survey is not really anonymous.
- ☐ Seq415, Additional comments

- How does this matter? Are more years of education related to more caring and just behavior? If so, why tazers, guns, weapons use, and evals! Ageist! Racist! Why ask these personal questions? Agist/ child-ist
- w/ the city trying to get something...we gave up.
- Way to go. Cultural differences are good and bad when it comes to home value perceptions.
- free rein to violate noise ordinance with the loud mufflers & car stereos & get away with dark tinted windows in cars.
- One w/ a staff member while asking for directions to drop off payment for a ticket. People in positions of power should never behave as though they are not bound by the more's of courtesy toward others.
- Tell me it was save to return the kids – next thing I know their dads at my door scared me to death – why didn't an officer come & talk to me? Call me? S.S.?
- Very very badly.
- Years ago).
- This problem, however, I am still fearful for children's live in our neighborhood! A police presence is the most effective deterrent for this law breaking behavior.
- Etc. 911 operators be a more helpful, unreadable to the problem.
- Disappointing! I felt that they did not care about this problem.
- Artists – panhandling practices – clean up downtown main Keep kids from playing in street (going to get hit) a park right up the street!!
- Happened 2 times in 5 years-
- Arresting & finding criminals.
- Professional and would like to thank you all for the great job you all do.
- Lost count how many times I have nearly been hit while crossing the street in the crosswalk with the light for crossing, and some driver on a cell phone either runs the red light or turns and doesn't even see me in the crosswalk and then reacts in anger towards me.
- City. Give and enforce traffic tickets to Mexicans. If threat of them fleeing the country, then, impound their car!
- Stop & say hi if you see neighbors talking or people out playing. Walk thru parks & say hi to kids if you have time.
- Schools – their jobs is law enforcement the school admin, school board, teachers & parents of students are responsible for the kid!!! Not police
- Situation was very negative even though I was not a suspect but instead a witness.
- Public safety issues & education.
- Gang related house. The Longmont police were at our home within a minute. No joke. The head of the Longmont gang unit even called us personally to give us his home number and to explain about how gang-related calls are handled. It was so professional & reassuring. I was incredibly impressed and very assured by the response. On minor infractions, though I have not been or impressed w/ the police response I've fairly regularly have our car egged on 3rd ave and and we've had things stolen from our porch. The police rarely ever file a report for us when this happens. When a resident calls about a minor offense, please don't make the resident feel stupid or foolish for even calling.
- Could be... I'm not from here originally & honestly the policing, while ever improvable is very good here. Also the crime levels are pretty normal. Nothing out of control.
- Just with traffic information but police updates and concerns. I feel that the police are doing a great job in a community and am glad that I can get updates in the Times call.
- DON'T STAND ON THE CORNER OF A STORE THAT HAS ALREADY BEEN ROBBED, EXPECTING THE ROBBERS TO COME BACK? THEN LOOK STUPID WHEN THE NEWSPAPER TAKES YOUR PICTURE THERE, INSTEAD OF OUT LOOKNG FOR THE perps
- Fortunately, I have had very little need to deal with LPD. But my ltd experience has been positive. I have found myself more concerned about my safety after doing this survey. I am a person who chooses to not watch the news or read the paper due to all violence & depressing issues they choose to report about. Is rape & gang violence really a big problem in Longmont? As the mother of an 11-yr old girly, I truly hope not. Do I need to come out of my bubble of a safe & happy

world? I feel so many of these crime related issues could be avoided if people would return to old fashioned family values & family support...not just family but human support, people just helping others. Life is not all about computers-texting-video games etc. Maybe if we took the time to actually talk to each other in person and help each other out this town would be the dream bubble I envisioned.

- I don't feel qualified to respond to most of these questions. I have no experience regarding the crime rate other than what I read in the newspaper. I feel quite safe in my neighborhood and when I am downtown. I don't have school age children so don't have experience concerning crime and schools. As a senior citizen I have not had any issues. I don't know how to rate the police department since I haven't had any reason to be involved in a police matter. My neighborhood is probably pretty typical-occasional speeding, barking dogs, good neighbors and really nothing out of the ordinary.
- Use marked vehicles to watch all streets as often as possible. For example, it might take 6-7-8 days to drive every street that that's okay by me. I've only been in Longmont for 5 days so I'm going to fill this out the best I can. The previous tenant may already have filled one out.

LONGMONT PUBLIC SAFETY

YOUTH SURVEY

2011

SURVEY RESULTS YOUTH RESPONSES

INTRODUCTION

The Longmont Police Department has worked diligently to include the perspective of Longmont's youth in a number of departmental operations and missions. Specifically, local youth are invited to participate in developing the Department's long-range Strategic Plan. They are asked to sit on the oral board committee that helps to select police officer applicants. They may complete the application and training requirements to function as police Explorers or as student police interns. Most semesters, the School Resource Officers sponsor a Student Police Academy curriculum in the high schools. As part of the Department's Strategic Plan, officers are encouraged to interact with youth in a non-enforcement context, and many take on coaching and mentoring responsibilities outside their normal workday.

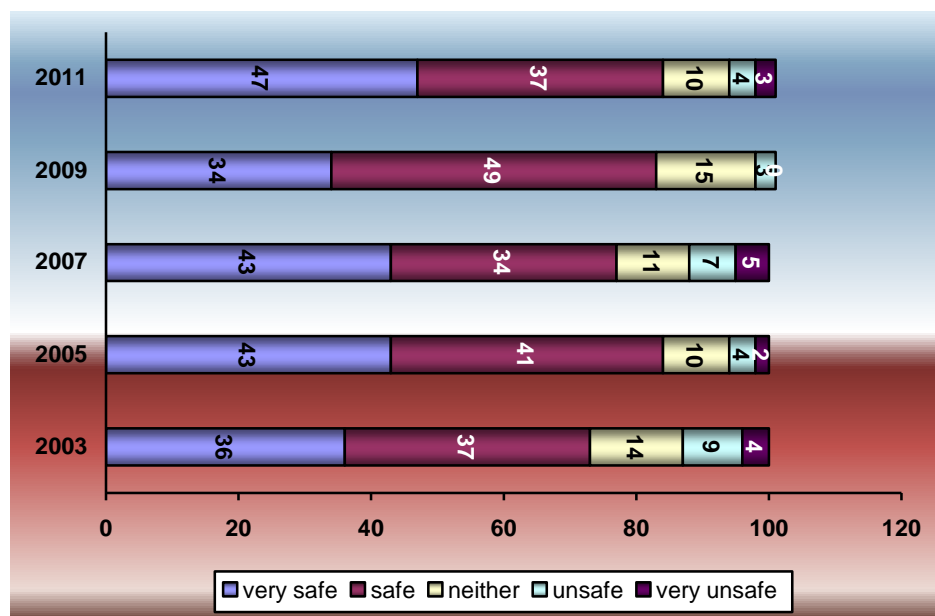
As a portion of the full community survey, residents were asked to have their middle or high school aged child complete a separate section of the survey that refers only to the youth's perspective and experiences. Of the 903 resident surveys returned, 117 youth completed their portion.

Youth Perception of Safety

Safety at School

The surveyed youth were asked to indicate how safe they feel at school. Approximately 84 percent of Longmont youth feel safe at school, while 6 percent feel unsafe. Another 10 percent answered that they felt neither felt safe nor unsafe. This is an improvement over the sense of safety experienced in 2009 given that the larger percent is feeling “very safe.”

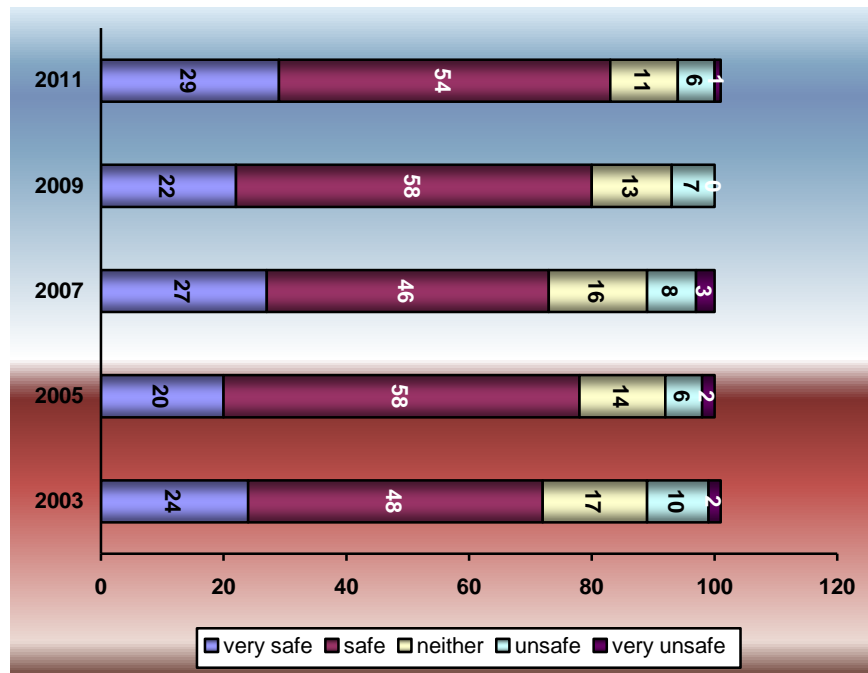
Longmont Youth Sense of Safety at School
2003 through 2011 Police-Youth Survey



Safety in Longmont

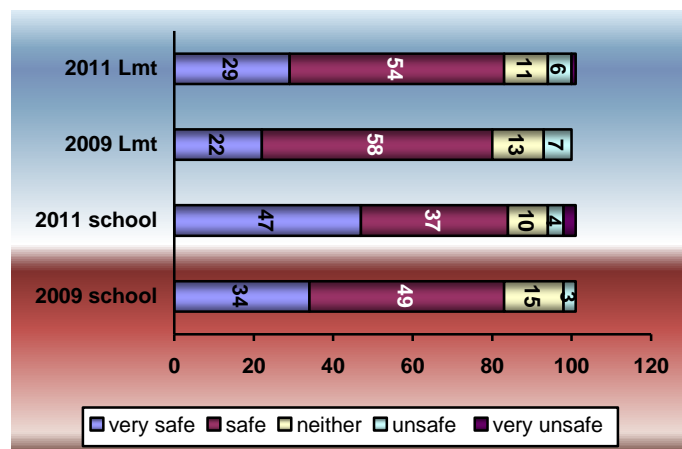
Youth were also asked their feelings of safety while in Longmont. Again, the sense of safety has increased, with a larger percent feeling “very safe” (29% in 2011 v 22% in 2009).

Longmont Youth Sense of Safety in Longmont
2003 through 2011 Longmont Police-Youth Survey



There is a subtle difference in the way youth view their safety at school versus their safety in Longmont. More students feel safer at school than they do in Longmont, though in either venue, at least 80 percent of Longmont youth feel safe.

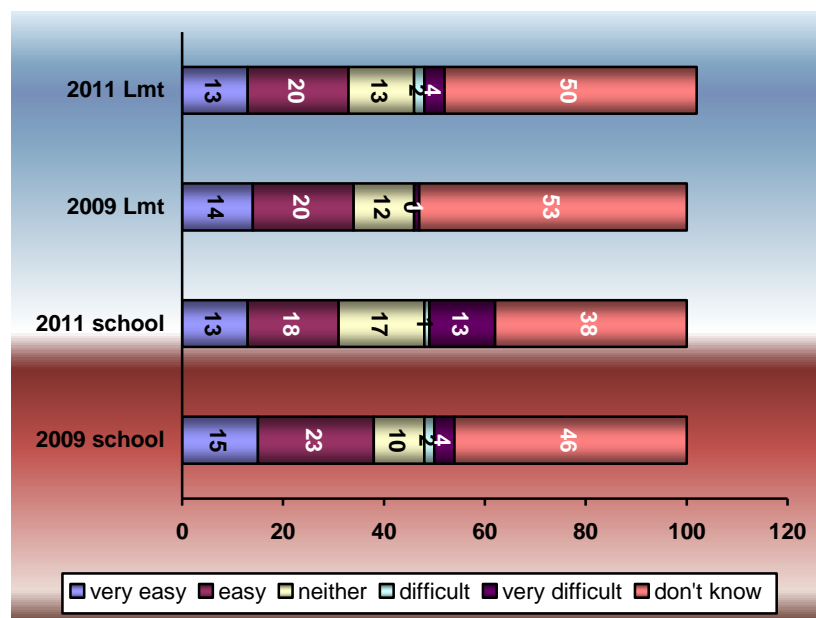
Comparing Youth's Rating of Safety at School and in Longmont
2009 & 2011 Police Youth Survey



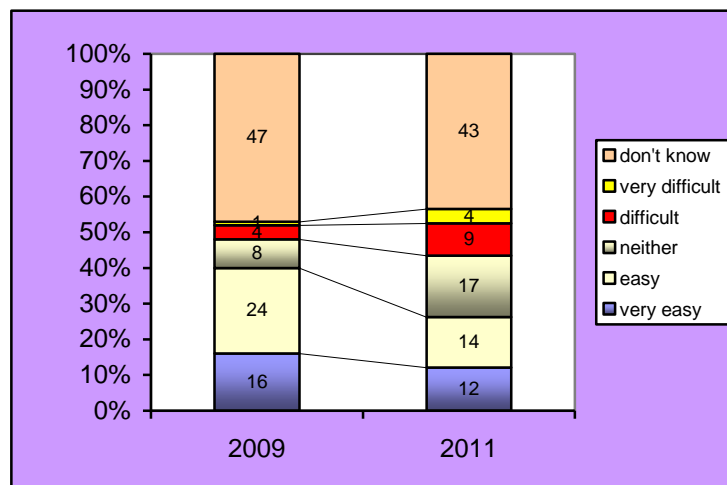
Access to Drugs & Alcohol

Access to drugs is both a national and local concern. The police department asked youth how easy it is to get drugs either at school or around the City of Longmont. Over the years, between 31 and 38 percent of the youth believe it is easy to obtain drugs locally (in Longmont or at school). For all years depicted, a relatively high percentage indicates they don't know enough about obtaining drugs to provide an answer. A new question was added in 2009 to ask youth about the ease of access to alcohol. In 2009, nearly 40 percent indicated that obtaining alcohol was easy. In 2011, this dropped significantly to 26 percent.

Access to Drugs at School and City-Wide
Comparing the 2009 & 2011 Police-Youth Survey



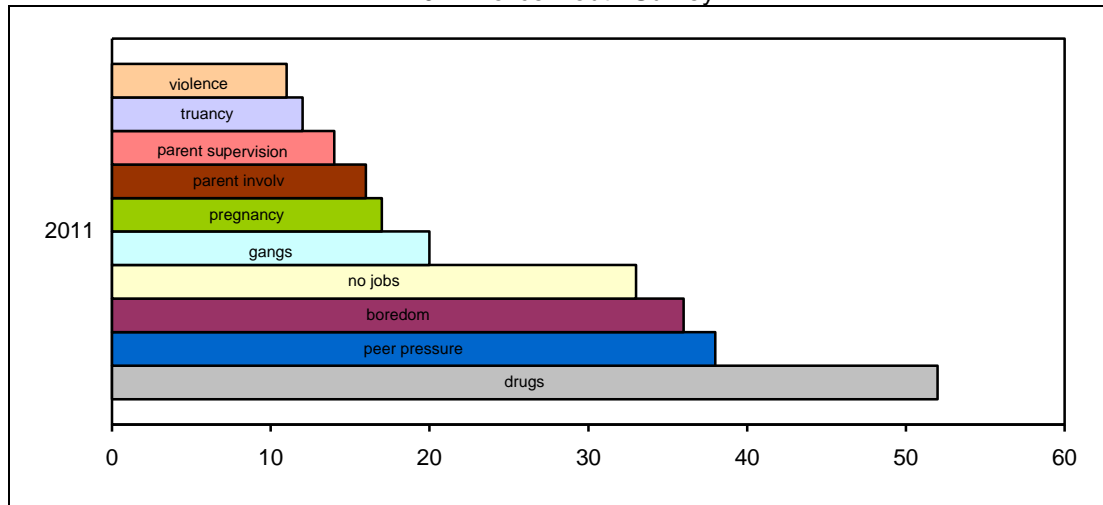
Access to Alcohol
2009 & 2011 Police-Youth Survey



Problems Affecting Youth In Longmont

The respondents were asked to identify the three most serious problems currently affecting youth in Longmont. Since 1999, drug and alcohol abuse and boredom remain the top concerns among this demographic. Concern around gang activity and issues of racism has dropped significantly in 2011, falling 10 percent and six percent, respectively. Concern over teen pregnancy has increased by 7 percentage points since 2009 while the lack of jobs has increased even further (by eight percent).

The Most Serious Problems Currently Affecting Longmont Youth
2011 Police-Youth Survey



The Most Serious Problems Currently Affecting Longmont Youth
Comparing 1999 - 2011 Police-Youth Survey

PROBLEM	CHG	1999	2001	2003	2005	2007	2009	2011
Drugs/ Alcohol	↓	37%	33%	58%	57%	64%	57%	52%
Peer pressure	↑	29%	30%	32%	36%	32%	34%	38%
Boredom	-	50%	41%	31%	38%	27%	36%	36%
Not enough jobs	↑	9%	7%	285	13%	7%	25%	33%
Gang activity	↓	n/a	30%	23%	29%	50%	30%	20%
Teen pregnancy	↑	6%	19%	13%	13%	12%	10%	17%
Lack of parental involvement	↑	n/a	21%	14%	18%	22%	14%	16%
Parent's poor supervision	↓	16%	18%	15%	18%	16%	17%	14%
Truancy / Dropping out	↓	28%	27%	9%	5%	9%	13%	12%
Violence	↓	16%	18%	16%	15%	12%	13%	11%
Can't afford activities	↓	10%	7%	12%	11%	7%	14%	10%
No youth activities	-	14%	14%	105	15%	12%	10%	10%
Teachers / Schools don't care	↑	10%	16%	8%	9%	6%	6%	10%
Racism / prejudice	↓	10%	12%	9%	10%	19%	11%	5%
No adult to trust or talk to	↑	9%	6%	9%	3%	8%	3%	5%
Police harassment	↓	6%	10%	5%	1%	4%	4%	3%
Not feeling safe	↓	4%	6%	7%	6%	3%	4%	3%
Running away	-	1%	3%	2%	1%	2%	2%	2%

Self-Reported Victimization

Youth respondents were asked to identify whether they or a sibling (under the age of 18 and living in the same household) had been victimized by any of the eight listed crimes. For the past ten years, youth have reported that they are most often victimized by theft or intimidation. This changed in 2011, with non-family assault taking the lead and theft and intimidation falling by half. Vandalism also dropped from 10 to 4 percent in 2011.

Youth Self-Reported Victimization, by Longmont Household, in the Prior 12 Months
Police-Youth Survey, 2001 through 2011*

VICTIMIZATION	2001	2003	2005	2007	2009	2011
Intimidated or Threatened	26%	18%	28%	18%	20%	9
Theft	22%	22%	15%	13%	20%	9
Struck or hit by non-family	22%	21%	18%	19%	15%	15
Vandalism	22%	12%	13%	11%	10%	4
Car broken in to	12%	10%	16%	4%	5%	5
Unwanted sexual contact	3%	3%	4%	0	2%	0
Car stolen	1%	3%	1%	0	2%	0
Partner violence	2%	2%	0	0	0	0

*In the 1999 Survey, the question regarding victimization was written to encompass not only family members, but anyone the respondent knew. In that survey, several respondents might know the same single victim, thus artificially inflating the number of persons who were victimized. Beginning in 2001, the question was re-worded to focus only on the individual household being surveyed, thus providing a more accurate rate of youth victimization.

Used full percent. Percentages do not equal 100% because respondents were allowed to provide more than one answer.

Running Away From Home

The problem of youth running away from home is not unique to Longmont. Parents phone the police to report their child as missing, and it is often the only perspective the police hear as to why a child might leave. The Youth Survey attempts to learn directly from youth why they or their peers are running away from home.

For the last several years, the most frequently cited reason why youth run away are excessive fighting with parents, strict rules at home, or depression. The percentage in all categories has fallen since 2009.

Reasons Why Youth Run Away From Home
Police-Youth Survey, 1999 through 2011

Reason Why Youth Ran Away	1999	2001	2003	2005	2007	2009	2011
Frequent fighting with parents	29%	24%	22%	18%	16%	20%	18%
Rules at home too strict	16%	12%	13%	7%	10%	14%	6%
Depression	7%	9%	9%	9%	9%	10%	6%
Peer pressure	n/a	4%	4%	5%	4%	8%	5%
Fear of punishment	6%	6%	9%	6%	6%	9%	4%
Want excitement	4%	7%	6%	2%	4%	6%	4%
Failing at school	8%	7%	6%	4%	7%	5%	4%
Physical/sexual abuse at home	4%	4%	4%	4%	4%	2%	2%
To support a friend	3%	3%	2%	0	2%	1%	2%
Unknown why	11%	11%	12%	11%	11%	14%	10%

*Percent will not total 100% because respondents were allowed more than one answer. Used full percent.

Contact with Longmont Police Officers

Youth respondents were asked two questions regarding their contact with police. First, youth were asked how beneficial it has been having police officers assigned to the schools (i.e., School Resource Officers or SRO's). In 2011, 75 percent of the respondents believed the SRO's have been helpful. The percent of students who had an opinion on this issue increased in the 2011 survey (from 72 to 85 percent).

Percent of Youth Respondents that Believe Officers in the School are Helpful
Police-Youth Survey, 1999 through 2009

Helpfulness of School Resource Officers	Percent of Youth Respondents						
	1999	2001	2003	2005	2007	2009	2011
Very Helpful	25%	18%	28%	30%	21%	26%	31%
Somewhat Helpful	37%	44%	38%	38%	43%	40%	44%
Not at all Helpful	18%	16%	16%	6%	11%	6%	11%
Don't Know	20%	22%	18%	26%	25%	28%	15%

Respondents were also asked how well they believe the police treat people who are under the age of 18. Over half of the respondents believe that the police treat youth well; the percentage of youth who believed police treat them "very well" has nearly doubled. An almost equal number provided a negative or positive remark. Positive comments indicated officers were helpful or friendly. Those who felt negatively stated that officers pre-judge or target youth.

Evaluating How Well Longmont Police Treat Youth, 18 Years of Age & Younger
Police-Youth Survey, 2001 through 2011

Treatment By Police	Percent of Youth Respondents					
	2001	2003	2005	2007	2009	2011
Treat Very Well	10%	11%	19%	21%	11%	20%
Treat Well	27%	36%	38%	30%	39%	39%
Neither well nor poorly	44%	36%	28%	33%	35%	28%
Treat Poorly	13%	12%	12%	13%	10%	9%
Treat Very Poorly	5%	5%	3%	4%	5%	4%

After-School Activities

Youth were asked to report if any of their friends had committed a crime in the afternoon hours, after school is dismissed. The percentages were highest in 2003 and the lowest this year, in 2011.

Know Friends who have Committed Crimes in the Afternoon, After School
Comparing the Police-Youth Survey, 2003 through 2011

COMMITTED CRIME AFTER SCHOOL	YEAR				
	2003	2005	2007	2009	2011
Yes	40%	26%	33%	36%	24%
No	43%	52%	44%	45%	58%
Unsure	17%	23%	23%	19%	18%

Youth respondents were asked to provide the most common single activity that they do during their free time between the hours that school is dismissed and the time they eat dinner. Most youth complete homework assignments followed by watching television. There has been a significant increase in the percentage of youth who watch television or play video games (from 28 to 43%) and a drop for those who engage in homework (43% to 32%).

After School Activities among Longmont Youth
Police-Youth Survey, 2001 through 2011

Activity	2007	2009	2011
Homework	37%	43%	32%
Watch TV/ video games	33%	28%	43%
School athletics	11%	23%	26%
Chores	12%	12%	14%
Non-school athletics	11%	11%	12%
Visit friend; parent at home	14%	10%	10%
Cruise	5%	5%	7%
Babysit	4%	5%	5%
Recreation/Youth Center	3%	3%	4%
Visit friend; parent gone	6%	7%	3%
Work	13%	4%	2%
Go to Mall	1%	1%	2%

Program Awareness & Participation

Many of the respondents are not aware of the police sponsored youth programs and participation is very limited. Even though personal familiarity is minimal, a majority of the youth believe the programs are worthwhile. While the largest percent of respondents know of the student police academy, Project Alert is the program that appears to reach the largest number of students.

Program Awareness & Participation 2007- 2011 Police-Youth Survey

	HAVE YOU EVERY HEARD OF THE PROGRAM?		HAVE YOU PARTICIPATED IN THE PROGRAM?		DO YOU BELIEVE THIS PROGRAM IS WORTHWHILE?	
	2009	2011	2009	2011	2009	2009
	yes	yes	yes	yes	yes	yes
Police Explorers	21%	13%	1%	0%	69%	54%
Project Alert	30%	20%	20%	18%	67%	67%
R.A.D.	10%	16%	1%	3%	55%	46%
Student Police Academy	39%	41%	6%	10%	72%	70%

Numbers reflect "valid percent" (percents based on those who answered this question)

Youth Demographics & Methods for Weighting the Data

The youth demographics are presented below. The youth were only asked to provide their age and their gender. Their race was assumed based on the adult in the household that provided their race in the main portion of the survey. Some weighting was required since the sample demographics did not accurately represent Longmont's youth population numbers.

Demographic Breakdown of Youth Respondents
2011 Police-Community Youth Survey

Demographic Variable		Unweighted sample	Population*	Weighted Sample
Race	White	67%	70%	69%
	Hispanic	33%	24%	28%
	Other	0%	6%	6%
Gender	Female	55%	51%	51%
	Male	45%	49%	49%
Sex & Race	White female	45%	35%	35%
	Hispanic female	6%	13%	12%
	Other female	2%	3%	3%
	White male	39%	34%	34%
	Hispanic male	7%	12%	12%
	Other male	1%	3%	3%

*Sources: ([U.S. Census 2010](#) & [American Factfinder 2005-2007](#))

APPENDIX 4

FULL SET OF YOUTH SURVEY RESPONSES

PUBLIC SAFETY-YOUTH SURVEY 2011

2011 YOUTH SURVEY RESULTS

Results are indicated in percents

1. How safe do you feel at school? (n=115)

54 (47.0)	42 (36.7)	11 (9.8)	4 (3.6)	3(2.9)
very safe	somewhat safe	neither	somewhat unsafe	very unsafe

2. How safe do you feel in Longmont? (n=116)

33 (28.8)	62 (53.5)	12 (10.7)	7 (6.3)	1(0.7)
very safe	somewhat safe	neither	somewhat unsafe	very unsafe

3. How easy is it to get drugs at school? (n=116)

15 (13.0)	21 (17.8)	20 (17.3)	2(1.4)	15 (12.9)	44(37.5)
very easy	easy	neither	difficult	very difficult	don't know

4. How easy is it to get drugs in Longmont? (n=116)

15(12.6)	23(19.5)	15 (13.1)	2(1.5)	4(3.6)	58(49.7)
very easy	easy	neither	difficult	very difficult	don't know

5. How easy is it to get alcohol in Longmont? (n=116)

14(12.4)	16(14.1)	20 (17.3)	11(9.1)	5(4.2)	50 (42.8)
very easy	easy	neither	difficult	very difficult	don't know

6. How much of a problem are gangs in school? (114)

42(36.7)	48(42.5)	19(16.7)	5(4.0)
none	minor	moderate	major

7. How much of a problem are gangs in Longmont? (114)

17(14.9)	56(48.7)	34(29.4)	8(7.0)
none	minor	moderate	major

8. Do you know any teenagers who have run away from home in the last year? If so, why did they run away? (n=76) (used full percent)

Reason Why Youth Ran Away	Number	Percent
Frequent fighting with parents	21	17.8%
Rules at home too strict	7	5.9%
Depression	7	6.1%
Fear of punishment	4	3.8%
Peer pressure	6	14.1%
Want excitement	5	4.3%
Failing at school	5	3.9%
Physical/sexual abuse @home	3	2.2%
To support a friend	2	1.6%
Unknown why	12	10.0%

9. Do you have any friends that you know have committed a crime (such as theft, vandalism, or assault) in the afternoon after school? (n=114)

27 (23.8)	66(57.9)	21(18.3)
Yes	No	Unsure

10. How beneficial and/or productive has it been having police officers assigned to work in the schools? (n=116)

35(3.6) 51(43.9) 12(10.6) 17 (14.9)
very helpful somewhat helpful not at all helpful don't know

11. How well or poorly do you believe the police treat people age 18 and younger? (n=114)

23(20.0) 44(39.0) 31(27.7) 10(8.8) 5 (4.5)
very well well neither poorly very poorly

12. In the last 12 months, have any of the following things happened to you, or a brother or sister who lives in your household, age 18 or younger,? (Please check all that apply). (n=84) Used full percent

VICTIMIZATION	NUMBER	PERCENT
Struck or hit by non-family	17	14.6%
Intimidated or Threatened	11	9.2%
Theft	11	9.2%
Car broken in to	6	4.9%
Vandalism	4	3.6%
Unwanted sexual contact	0	0%
Car stolen	0	0%
Partner violence	0	0

13. What do you think are the THREE most significant problems currently affecting youth in Longmont?(Please check only three). (n=112) (used valid percent)

PROBLEM	NUMBER	PERCENT
Drugs/ Alcohol	59	52.5%
Boredom	40	35.8%
Peer pressure	43	38.3%
Gang activity	23	20.2%
Not enough jobs	37	32.6%
Parent's poor supervision	16	13.8%
Can't afford activities	12	10.5%
Lack of parental involvement	17	15.5%
Violence	12	10.8%
Racism / prejudice	5	4.9%
No youth activities	10	10.5%
Teen pregnancy	19	16.7%
Truancy / Dropping out	13	12.0%
Teachers / Schools don't care	11	9.8%
Not feeling safe	3	2.9%
Police harassment	3	3.1%
No adult to trust or talk to	5	4.7%
Running away	2	1.9%

14. After school, and before dinner time, what do you usually do with your free time?
(n=112)(Check only one).

ACTIVITY	NUMBER	PERCENT
Homework	36	32.1%
Watch TV/ video games	48	42.9%
School athletics	29	25.5%
Chores	16	14.5%
Non-school athletics	13	12.0%
Visit friend; parent at home	11	9.5%
Visit friend; parent gone	3	3.0%
Cruise	8	7.3%
Babysit	5	4.9%
Work	2	1.5%
Recreation/Youth Center	5	4.2%
Go to Mall	2	1.6%

15. The following police programs target school-aged youth. Please indicate if you are familiar with, or have every participated in any of these programs. (n varies for every answer)

	HAVE YOU EVERY HEARD OF THE PROGRAM	HAVE YOU PARTICIPATED IN THE PROGRAM?	BELIEVE PROGRAM IS WORTHWHILE?
	Yes	Yes	Yes
Police Cadets	14 (13.1)	0	25 (53.6)
Project Alert	21 (19.8)	14 (17.6)	35 (66.6)
R.A.D.	17 (16.4)	3 (3.2)	19 (45.8)
Student Police Academy	43 (40.9)	8 (9.9)	36 (70.2)

Demographic Variable		Number	Percent
Race N=130	White	81	69.4%
	Hispanic	29	24.7%
	Other	7	6.0%
Gender N=126	Female	60	51.0%
	Male	57	49.0%
Age N=125	9-12 years	19	17.1%
	13-14 years	27	24.4%
	15-16 years	35	31.2%
	17-18 years	30	27.3%

YOUTH OPEN-ENDED COMMENTS, 2011 SURVEY

WHY TEENS ARE RUNNING AWAY

- ☐ DIDNT LIKE BEING BOSSED AROUND
- ☐ SEE GIRLFRIEND
- ☐ GROUP HOME
- ☐ DIDN'T RUN AWAY
- ☐ AVERAGE GUY
- ☐ OLDER BOY

DESCRIPTION OF HOW POLICE TREAT PEOPLE AGE 18 AND YOUNGER

- ☐ NEWS, OVERHEARING CONVERSATIONS AT SCHOOL
- ☐ POLICE OFFICERS DON'T ALWAYS UNDERSTAND TEENAGERS AND WHY THEY DO WHAT THEY DO
- ☐ STEREOPTY
- ☐ PEOPLE AT MY SCHOOL HAVE GOTTEN INTO REALLY BAD FIGHTS
- ☐ SCHOOL OFFICER
- ☐ POLICE HAVE NO PLACE IN SCHOOLS. THE TARGET STUDENTS AND THEN FIX ON THEM CAUSING THEM TO RESOND IN WAYS THAT THE POLICE THEN SAY IS ILLEGAL. AND WHAT IS THEIR PURPOSE? POLIICE ARE THE LAST
- ☐ IT IS DISRESPECTUL
- ☐ STUDENTS DO DRUGS-RIGHT OFF SCHOOL. SCHOOL POLICE PICK ON "NO SEAT BELTS." THEY SHOULD GO AFTER THE THUGS
- ☐ GIVE GUIDANCE TO STUDENTS
- ☐ WENT TO TRAIL RIDGE MIDDLE SCHOOL. THEY'RE VERY FRIENDLY WHEN SPEAKING.
- ☐ INAPPROPRIATE-RACITST TO GROUPS OF OTHER ETHNICITIES
- ☐ THE POLICE DEPARTMENT WILL STOP AND QUESTION AND MAKE UP STORIES TO ANTAGONIZE YOUTHS IN LONGMONT
- ☐ THE WAY THEY ACT WHEN GIVING TICKETS
- ☐ ANSWER QUESTIONS, NOT RUDE
- ☐ WHEN I WAS 8 OR 9, I SAW A NEIGHBOR VANDALIZE ANOTHER NEIGHBOR'S TRUCH AND POLICE OFFICER ASKED ME SOME QUESTIONS AND TREATED ME WITH RESPECT
- ☐ POLICE OFFICER AT FAIRGROUNDS GAVE A KID STICKERS AND VERY NICE TO CROWD FOR THE 4TH

LONGMONT PUBLIC SAFETY

BUSINESS SURVEY

2011

EXECUTIVE SUMMARY

Methods

- The Longmont Public Safety Business Survey was administered by mail to a random sample of 700 business owners and managers in Longmont, Colorado on June 15¹ and again, on June 22, 2009. The postcard advising business representatives that the surveys would be coming were mailed on June 11, 2009. Sixty-seven addresses were not reached (due to vacancies, insufficient address, etc.) leaving a sample size of 633. Survey returns totaled 261 for a response rate of 41 percent. The sample proportion is within +/- .06 of the population proportion with a 95 percent level of confidence.

Perceptions of Community Safety

General Concerns

- In 2011, 25 percent of businesspersons rated the amount of crime in Longmont as high or somewhat high. Forty-four percent of the respondents did not consider the crime rate in Longmont as either high or low while 32 percent rated crime as low.
- The number of Longmont business owners that felt their employees were safe has remained steady at 84 percent.
- For those businesses that remain open after 10:00 P.M. 55 percent believe their employees are safe at work after 10 PM. while 18 percent believe their employees are unsafe. This has risen since 2009. Respondents were asked to indicate why they believed their employees were unsafe and the concerns centered on transients and intoxicated individuals loitering in the area.

Crime Related Issues Impacting the Business Community

Problems in the area

- Business owners and managers report that vandalism, drunkenness, noise, and graffiti are some of the more significant problems that they confront.

Victimization

- Business owners and managers were asked to identify the amount of victimization their business experienced during the previous twelve months. The survey inquired about thirteen different crimes a business might experience inside or outside the store. Businesses were most victimized by vandalism (26 percent), graffiti (22 percent), disorderly conduct (20 percent), auto break-in (16 percent), theft (12 percent) and burglary (11 percent). Serious crimes at Longmont businesses are rare occurrences. Five percent or less of Longmont businesses report that any assault, sexual assault, robbery, or auto theft occurred at their business during the past year.

The Use of Longmont Public Safety Services

- About 43 percent of the businesses that experienced a targeted crime in the last twelve months reported the event to the Longmont Police Department. The most common reason for non-reporting was the belief that the crime was too minor in nature (11%) or that the police could not do anything to help (8%).
- About 52 percent of all business respondents had some contact with the Longmont Police Department during the last year. Most often, a respondent had been in contact with the police to report a problem (26%), to report their victimization (11%), because an officer was investigating a crime (12%), or to ask for information or assistance (10%).

Quality of Service Delivery

- Longmont Police staff members were rated on the following characteristics: Knowledge; Helpfulness; Level of Interest; Courtesy; and Fairness. For each category, at least 79 percent of the respondents rated staff members as good or very good. As an overall impression, approximately 86 percent of the respondents rated the employee as good or very good. In the text of the report, these numbers were converted to a 100-point scale. Those scores ranged from 79 to 84.
- Respondents were asked to rate the police department on 14 separate areas of service, ranging from neighborhood problem solving to arresting criminals. The percent of businesspersons that rated services as very good or good were highest for high visibility patrol, traffic enforcement, crime prevention, response time, and arresting criminals.
- The lowest ratings were given for controlling gang activity, reducing disorder, drug enforcement, controlling juvenile crime and working together to problem solve.
- About 76 percent of the respondents rated their overall satisfaction with the police department as very satisfied or somewhat satisfied while 6 percent were somewhat dissatisfied or very dissatisfied”.

Importance of Various Services to Longmont

- Respondents believe that the most important services police provide are (in order) arresting criminals, response time, controlling gang activity, investigation of crimes, and drug enforcement. The services believed to be less critical (in relative terms) include public presentations, showing the community how to work together for safety, reducing disorder, and traffic enforcement.

SURVEY BACKGROUND AND METHODS

Survey Background

In 1999, a police department conducted a baseline business survey to obtain feedback from local businesspersons about the department's delivery of service. Survey results are used to evaluate the Department's delivery and prioritization of services. The survey is designed to focus on five prominent areas:

- ☐ **Perception:** How does the business community perceive the police?
- ☐ **Satisfaction:** How satisfied is the business community with the current quality of service?
- ☐ **Priority:** How does the business community prioritize available police services?
- ☐ **Victimization:** How often has the business been victimized in the past year (including loss or damage to the business or loss or injury to patrons or employees)?
- ☐ **Participation:** Does the business follow recommended crime prevention strategies?

With some small exceptions, the content of the survey has remained unchanged. The same survey will be administered every two years so any change over time can be measured.

Methods

The survey was administered by a mail questionnaire to a random sample of 700 Longmont businesses that held a business license in the City of Longmont as of early 2007. Business licenses are required for anyone that conducts business in Longmont, whether the business is based locally or remotely. However, for purposes of this survey, the sampling process eliminated any business that was not located within the City of Longmont. Included in the sample were home businesses, storefront retail operations, manufacturing plants, franchises, etc.

The postcard advising business representatives that the surveys would be coming were mailed on June 10, 2011. The survey instrument was mailed twice, on June 16th and June 27, 2011. Respondents were asked to ignore the second mailing if they had already responded to the first.

Sixty-seven addresses were not reached (due to vacancies, insufficient address, etc.) leaving a sample size of 633. Survey returns totaled 261 for a response rate of 41 percent. The sample proportion is within $\pm .06$ of the population proportion with a 95 percent level of confidence. Additional survey methodology can be found in Appendix 5. The instrument showing the survey responses is provided in Appendix 6.

Understanding the Results

A number of questions asked respondents to provide an answer based on a five-point scale, with one representing the best rating and five the worst. However, since some of the rating schemes differed from one another, one way to provide a common reference point for comparison is to convert the percentages into a common scale where zero is the worst possible rating and 100 is the top rating. If all respondents reported that a certain service was very good, then the result would be 100 on a 0 to 100 scale. An average rating that fell directly in the middle would receive a score of 50 (neither good nor bad).

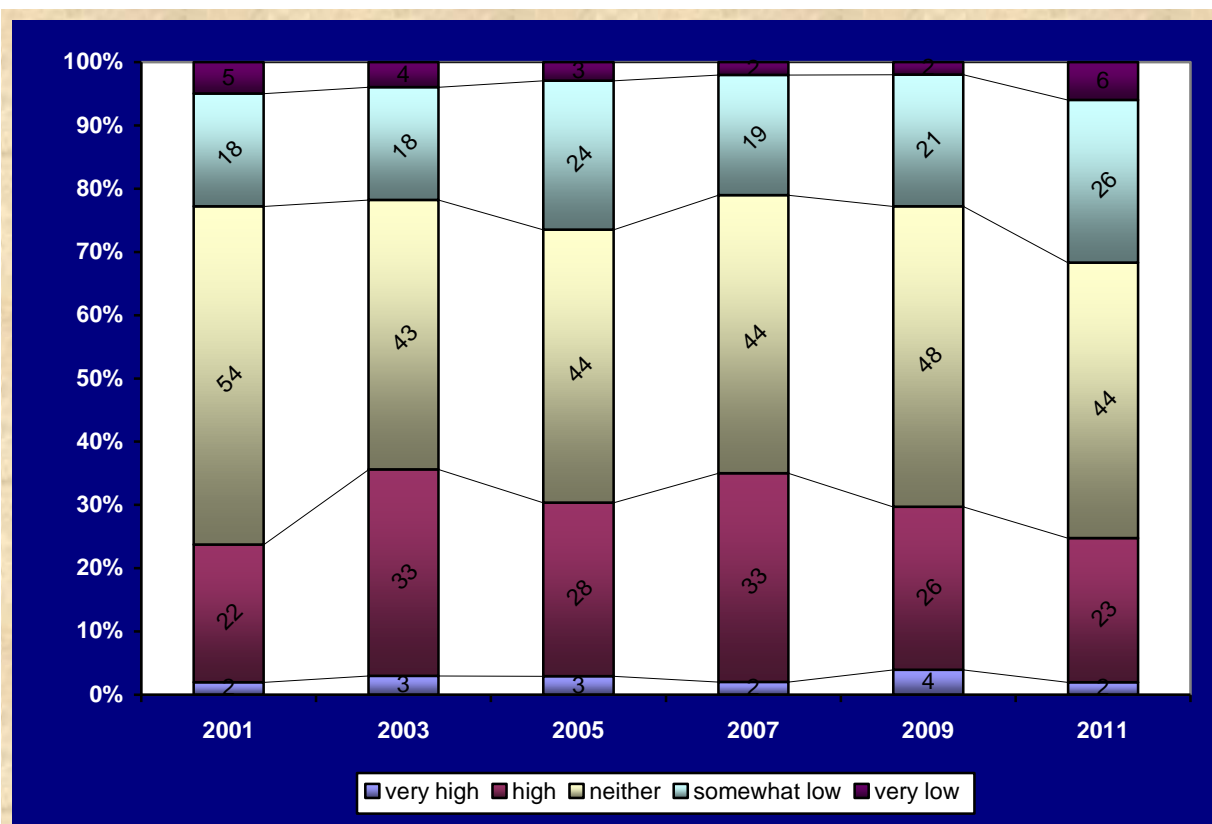
SURVEY FINDINGS

Perception of Safety

Crime in Longmont

Businesspersons were asked to rate the amount of crime in Longmont. In all years, about 45 percent of the respondents believed that crime in Longmont was neither high nor low. In 2011, about 25 percent of businesspersons rate crime as high or very high, while 32 percent rate crime as low, or very low. The perception of crime has continued to decline since 2007.

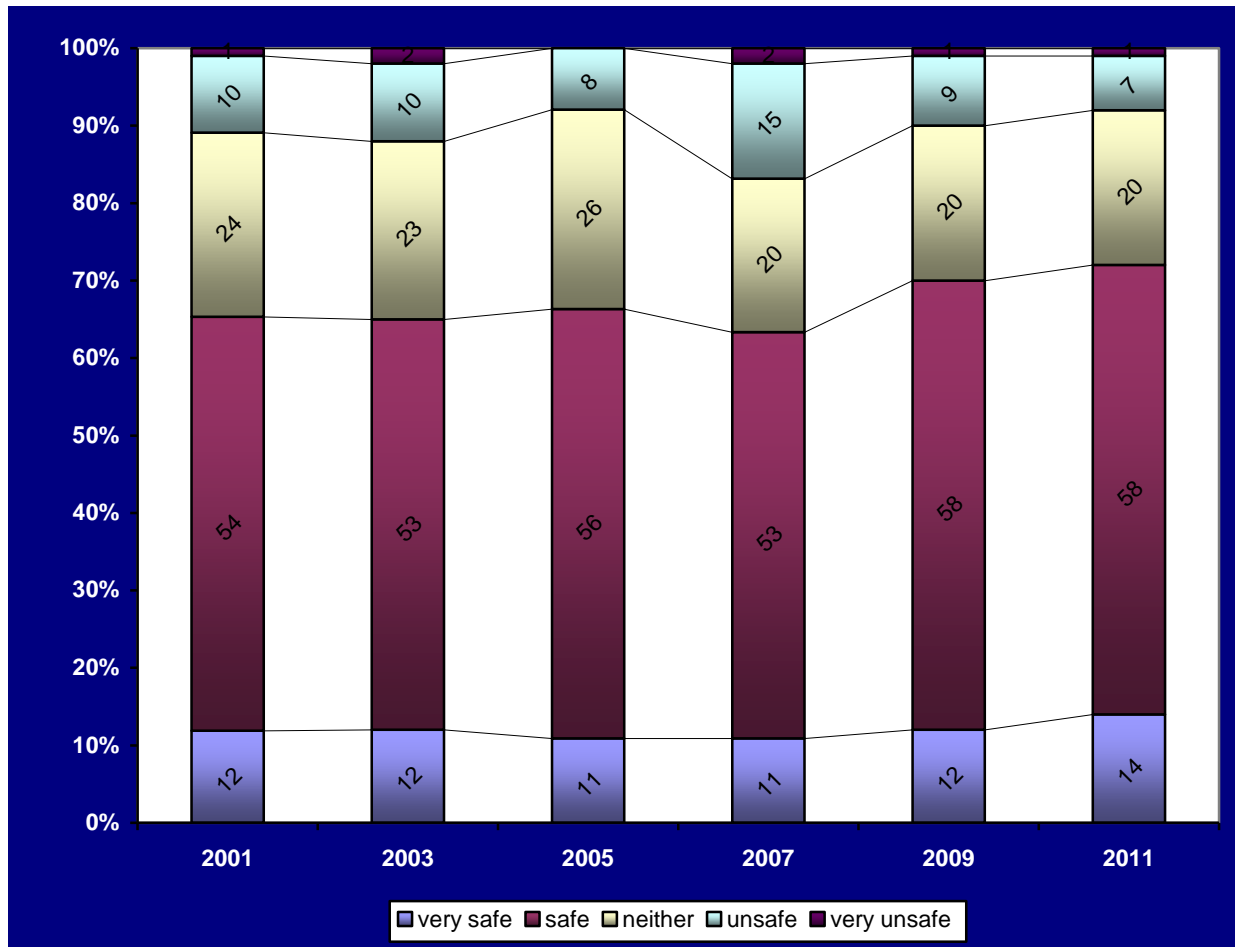
Amount of Crime in Longmont
Comparing Survey Years, 2001 – 2011
Longmont Public Safety-Business Survey



Safety of Property

Business owners and managers were asked to rate their perception of property safety at their business. About 72 percent of the respondents believe that their business property is safe, while 8 percent believe it is unsafe. While significant improvement was noted in 2009, the trend has continued in to 2011.

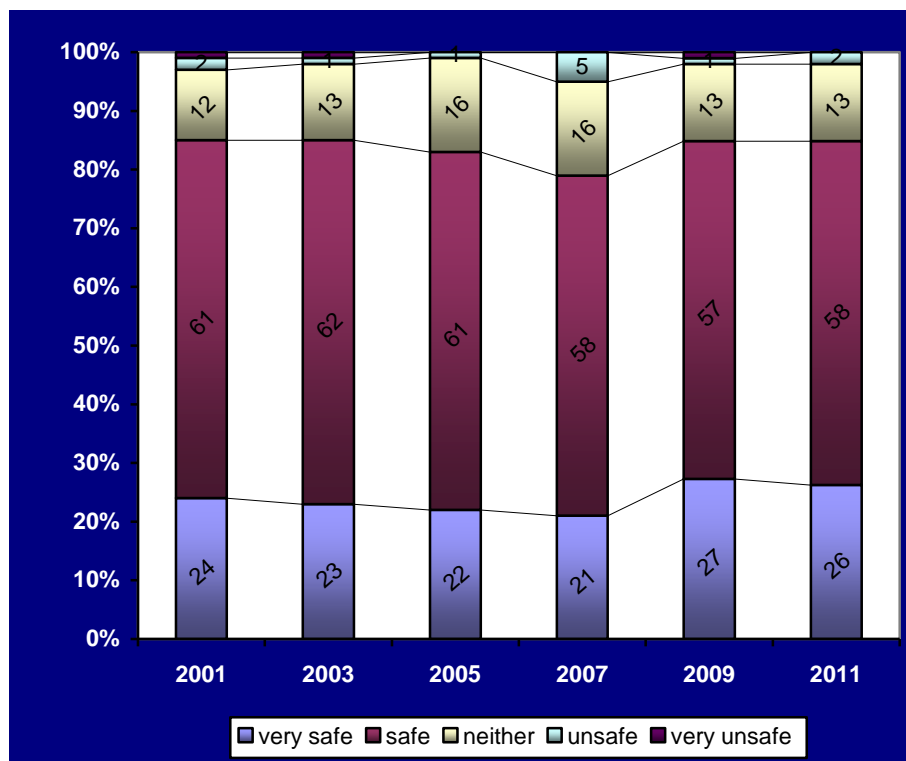
Business Property Safety
Comparing Survey Years, 2001 – 2011 Longmont Public Safety-Business Survey



Safety of Employees

Since 2001, the percent owners/managers who believed that their employees were safe had remained fairly constant at 83-85 percent. In 2011, only three percent believe their employees are unsafe and 13 percent believe they are neither safe nor unsafe.

Employee Personal Safety
Comparing Survey Years, 2001– 2011
Longmont Public Safety-Business Survey



Safety after 10 P.M.

Nearly 14 percent of the responding business persons indicated that they were open after 10 p.m. (n=35 or 13.6%). In 2011, employers noted that lack of safety is primarily due to transient adults loitering nearby (often drunk), followed by a lack of lighting, and past crimes they've experienced.

Safety of Employees after 10 P.M.
Comparing 2003 – 2011 Surveys

YEAR	SAFE	NEITHER	UNSAFE
2003	60%	21%	19%
2005	49%	44%	8%
2007	52%	32%	15%
2009	62%	21%	17%
2011	55%	27%	18%

Crime Related Issues Impacting the Business Community

Business owners and managers were asked to report how much of a problem 15 crime categories had been for their business in the twelve months prior to the survey. For the last several years, concern has focused on vandalism and graffiti. In 2011, business persons are adding to this list drunkenness and loitering adults. This would be consistent with the comments businesspersons addressed when asked about the safety of employees after dark.

Rating Various Crime-Related Problems in the Previous Twelve Months
Comparing the 2007 – 2011 Percentages
Longmont Public Safety-Business Survey*

	Not a Problem			Minor to Moderate			Major Problem		
	2007	2009	2011	2007	2009	2011	2007	2009	2011
Vandalism	54	53	54	34	34	36	7	4	3
Drunkenness	53	49	50	34	32	35	2	6	4
Loud noise	54	54	59	32	31	29	8	4	3
Graffiti	55	56	57	31	28	31	8	7	6
Loitering youth	51	54	60	37	30	30	5	4	3
Break into cars	64	58	62	24	27	24	2	2	2
Loitering adults	64	59	56	25	26	32	3	6	6
Traffic issues	58	56	59	27	25	20	5	4	6
Burglary	75	65	68	16	24	19	4	2	3
Shoplifting	61	62	64	19	15	15	4	3	1
Assaults/fights	82	74	77	10	15	14	1	1	0
Drug use/sales	73	72	73	17	14	16	2	3	2
Employee theft	73	72	74	16	14	13	<1	1	<1
Ex-employees	77	77	77	10	9	10	<1	1	<1
Armed robbery	86	82	84	6	6	6	<1	<1	0

*Total percentages may not reach 100% as some respondents marked, "not applicable."

Percent of Respondents who believe the activity
is a Minor-Moderate-Major problem in Longmont
Comparing the 2007 - 2010 Longmont Public Safety-Business Surveys

PROBLEM	2007	2009	2011
Vandalism	40%	38%	39%
Drunkenness	36%	38%	39%
Loitering Adults	28%	32%	38%
Graffiti	39%	35%	37%
Loitering Youth	42%	34%	33%
Noise	40%	35%	32%

Victimization

Business owners and managers were asked to indicate how often certain crimes had occurred at their business during the previous twelve months. While certain crime categories rise and fall, the overall rate of victimization has remained relatively stable, and relatively low since 1999. In 2011, businesses were most likely victimized by graffiti, vandalism, and disorderly persons. Auto theft has fallen since 2009, while burglary, theft, disorderly and vandalism have increased slightly.

Percent of Businesses Experiencing **NO** Victimization

During the Previous 12 Months.
Comparing Survey Years, 1999 – 2011
Longmont Public Safety-Business Survey

Crime	NO VICTIMIZATION						
	1999	2001	2003	2005	2007	2009	2011
Sexual Assault	98	99	99	99	99	97	98
Auto Theft	98	95	93	94	98	94	97
Robbery	97	98	98	96	98	96	96
Assault	95	96	95	99	97	96	95
Telephone harassment	80	82	87	89	88	93	92
Shoplifting	82	84	87	92	87	88	91
Employee Theft	85	84	86	90	90	88	89
Burglary	86	90	84	88	91	92	89
Theft	80	90	90	89	90	91	88
Auto break-in	75	80	76	84	87	83	84
Disorderly Conduct	78	83	85	88	83	84	80
Graffiti	68	72	72	77	75	79	78
Vandalism	64	68	69	74	77	80	76

Use of Longmont Public Safety Services

Police Reporting

Business owners and managers were asked whether the crimes they experienced were reported to the police. In 2011, 43 percent of the business respondents indicated that they reported crimes to the police. This was a drop from 53 percent in 2009.

The most common reasons for not reporting a crime or incident was the belief that the crime was not serious enough to warrant a police response (11%) or that the police could do anything to help (8%). Respondents also felt that they learned about the crime too late to report it (6%).

Reasons for Not Reporting Crime Victimization
Comparing the 2005 - 2011 Longmont Public Safety-Business Survey

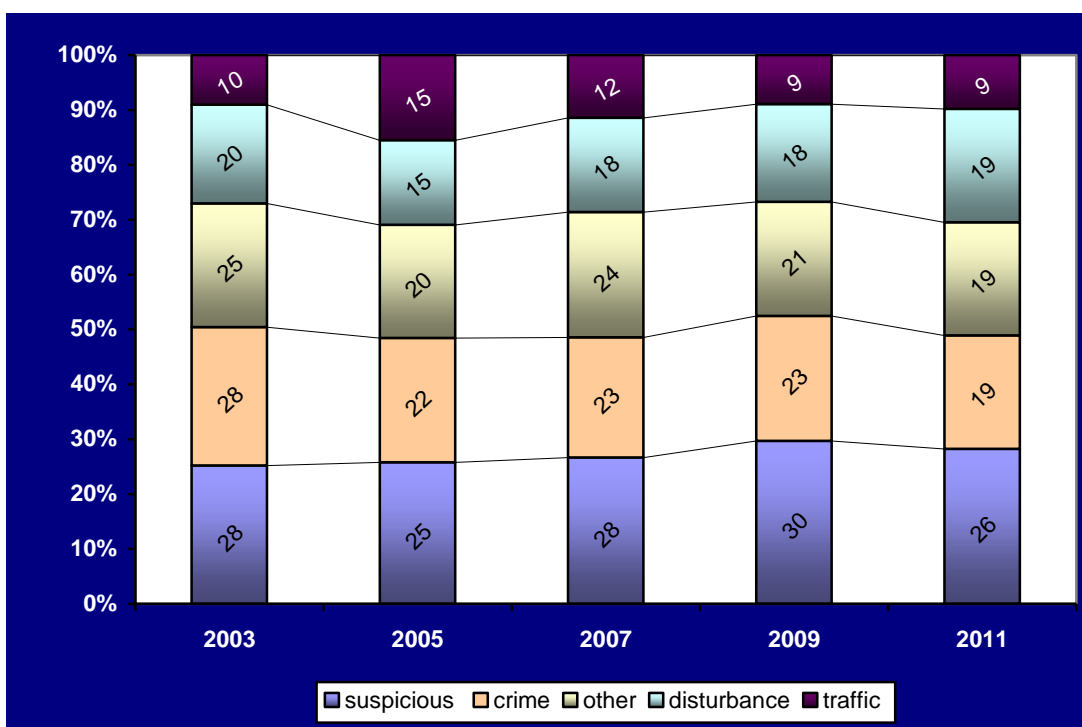
Reason for Not Reporting	Percent 2005*	Percent 2007*	Percent 2009*	Percent 2011*
The crime did not seem serious enough	10%	14%	7%	11%
Didn't think LPD could do anything to help	12%	14%	11%	8%
Didn't learn about the problem until it was too late to report it	6%	8%	6%	6%
Didn't think LPD would help	6%	9%	5%	3%
Dealt with offender myself	5%	5%	4%	3%
Believed someone else had reported the incident	2%	3%	<1%	3%
Feared revenge	2%	5%	3%	2%
Filed a report with security, insurance or homeowner group instead	2%	5%	2%	1%
Business is too large to know all that has happened	1%	1%	2%	1%
Don't trust the LPD	2%	2%	1%	1%
Don't like the LPD	1%	2%	<1%	1%
Was too embarrassed to report the crime	0	<1%	<1%	1%
Didn't want to take the time/too busy	1%	2%	1%	<1%
Didn't want to testify in court	<1%	<1%	1%	<1%
Too busy	1%	2%	3%	<1%
Afraid of the LPD	1%	1%	0	0%

*Percents do not add up to 100% because respondents were permitted more than one response. Used full percent.

Reasons for Contact with Longmont Police

The survey asked respondents how often they needed to contact the police department to report a problem. Fifty-four percent of the respondents initiated contact with the police department in the last year, some because of the following issues. Given the 5 issues from which respondents were asked to choose, the most common reason for contact was to report a suspicious person or event. Calls for disturbances have stabilized since 2005 while calls for traffic problems have remained low.

Businesspersons Contact with the Police Department in the Previous Twelve Months
Comparing Survey Years, 2003 – 2011
Longmont Public Safety-Business Survey



Since not all contact with the police department is initiated by the businessperson, respondents were asked to identify the various reasons they might have been in contact with the police department during the last twelve months. Most had contact with the police department because they wanted to “report a problem,” were contacted because police were investigating a crime, they had been a victim of a crime, or they were seeking information.

Reasons Businesspersons Contacted the Police Department in the Previous Twelve Months
2009 & 2011 Longmont Public Safety-Business Survey (used full percent)

REASON FOR CONTACT	2009 (N=136)*	2011 (N=130)*
Let police know about a problem	25%	26%
Officers were investigating a crime	10%	12%
Victim of a crime	13%	11%
Ask for information	9%	10%
Casual encounter	6%	9%
Witness to a crime	5%	6%
Business or Community meeting	2%	2%
Considered a suspect	1%	1%
Arrested	0	1%
Compliment/complain about police services	1%	<1%
Compliment/complain about dispatch services	<1%	<1%

* Percent totals more than 100% because respondents were allowed to provide “yes” to more than one question.

Rating and Importance of Police Services

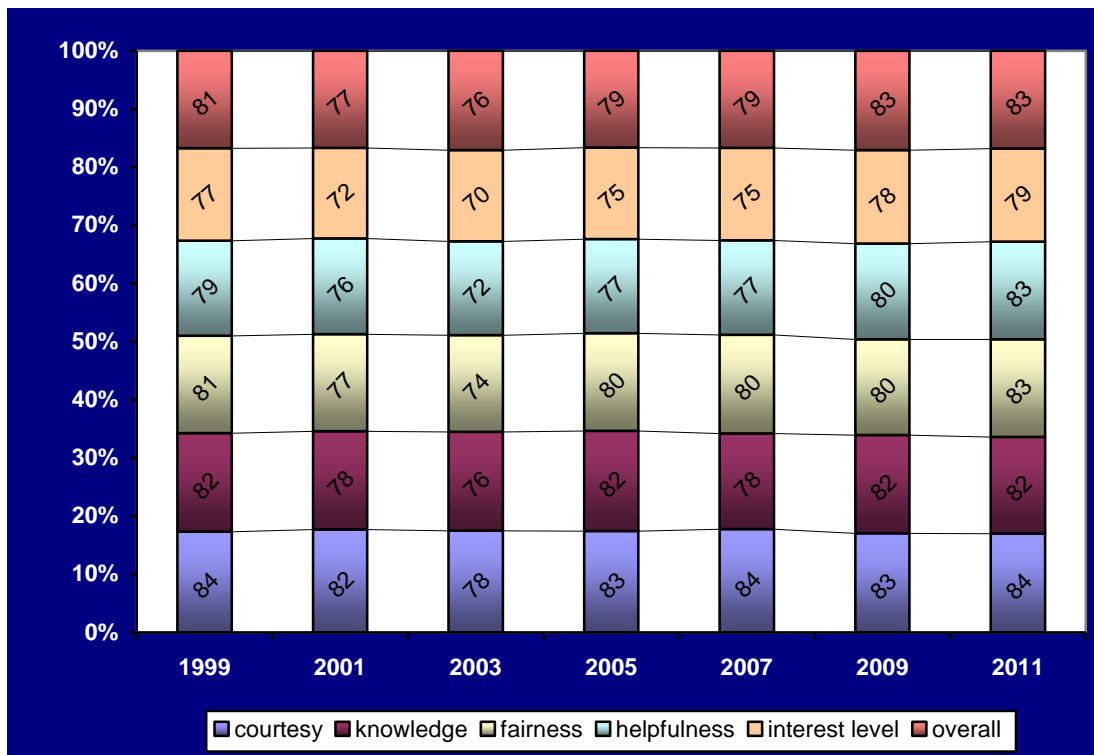
Rating of Police Services

Business owners and managers that had been in contact with the Longmont Police Department in the last twelve months were asked to rate the police department's service in several critical areas. Nearly 83 percent of the business respondents believed that, overall, the police department's staff member performed well or very well. The numbers have continued to improve over time.

Responses were converted to a 100-point scale where 0 is equal to "very bad" and 100 equal to "very good." Ratings of personnel ranged from 79 to 84 on a 100-point scale. Personnel ratings improved in several areas since 2009.

Rating of Police Staff
Comparing Survey Years, 1999 – 2011
Numbers based on a 100-Point Scale

Quality	SURVEY YEAR						
	1999	2001	2003	2005	2007	2009	2011
Courtesy	84	82	78	83	84	83	84
Knowledge	82	78	76	82	78	82	82
Fairness	81	77	74	80	80	80	83
Helpfulness	79	76	72	77	77	80	83
Interest Level	77	72	70	75	75	78	79
Overall Performance	81	77	76	79	79	83	83



Specific Service Ratings

Respondents were asked to rate the Longmont Police Department based on a list of 14 activities that police officers routinely perform. These ratings were converted to a 100-point scale where 0 equals Very Bad and 100 equals Very Good. All services were rated above 50 on the 100-point scale (50 being equal to “neither good nor bad”). The highest rated services changed slightly in 2011, adding traffic enforcement, and response time, and public lectures to the list. In nearly all cases, ratings have improved since 2009.

Performance Rating of Services Using a 100-Point Scale*
Comparing 1999 through 2011 Public Safety-Business Survey

Police Services	1999 Survey	2001 Survey	2003 Survey	2005 Survey	2007 Survey	2009 Survey	2011 Survey
High visibility patrol	65	62	62	66	66	70	73
Traffic enforcement	62	60	60	64	68	69	73
Response time	56	59	64	69	68	69	72
Crime Prevention	71	66	68	73	72	71	72
Arresting Criminals	67	66	65	69	70	71	71
Public lectures/presentations	64	62	64	69	69	68	71
Victim assistance	66	62	65	73	67	70	70
Solving area problems	64	58	60	67	65	67	69
Investigation of crime	65	58	62	66	64	67	69
Work together for safety	61	60	59	61	62	63	66
Drug enforcement	57	57	62	64	61	64	65
Control of juvenile crime	54	52	54	61	56	61	65
Reducing disorder	57	53	55	59	60	62	64
Control of gang activity	n/a	n/a	n/a	60	56	56	62

* Score eliminates the response category of “don’t know.” Score is based on respondents who provided an opinion.

Respondents were asked to evaluate their contact with the Longmont Communications Center (dispatch). Ninety-five percent of those who had had contact with dispatch evaluated their contact positively. This is a significant improvement over 2009’s results.

Respondent’s Evaluation of the
Longmont Communications Center
2007 - 2011*

Was dispatch helpful?	Percent 2007*	Percent 2009*	Percent 2011*
Definitely	60%	57%	64%
Mostly	27%	31%	31%
Not really	8%	7%	3%
Not helpful	6%	4%	2%

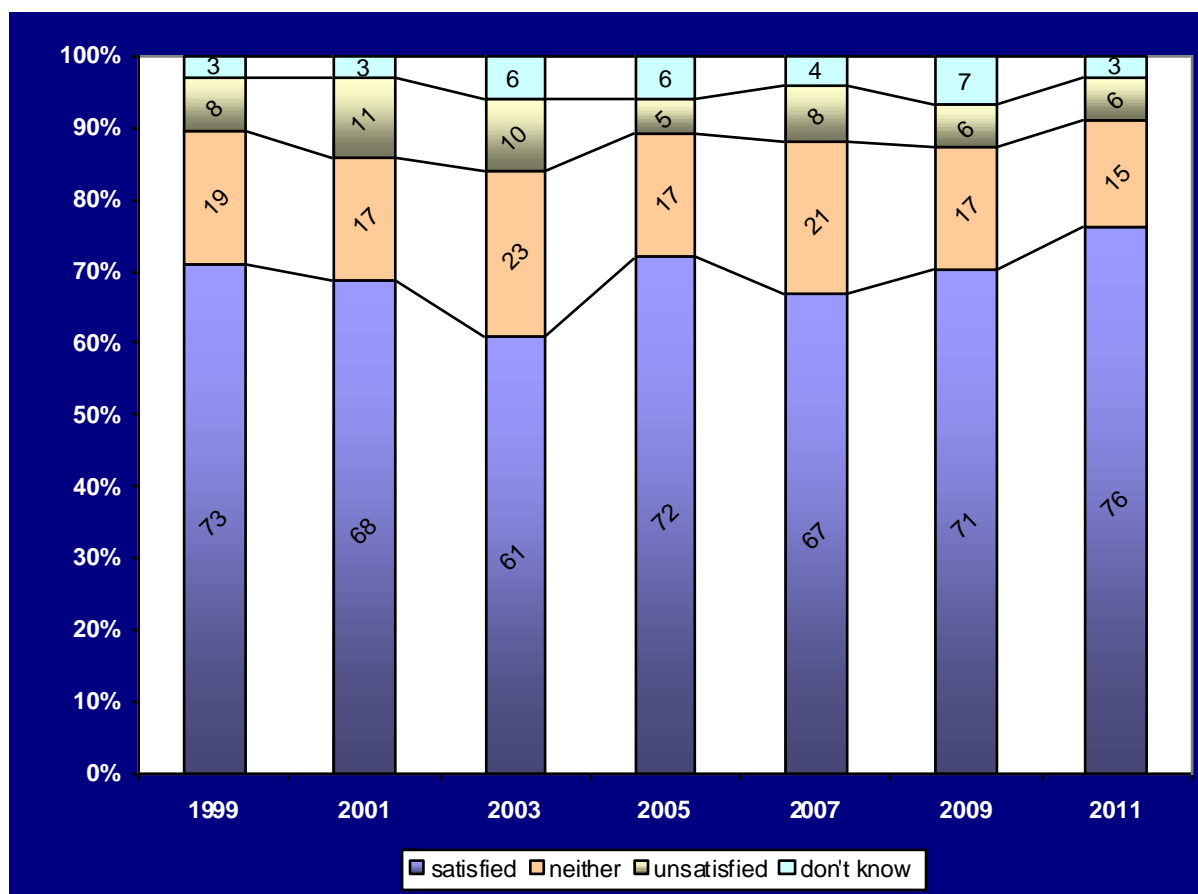
*Those who indicated no contact with a dispatcher or “didn’t remember” were eliminated.

Overall Satisfaction with the Longmont Police Department

Previously in the report, respondents rated their overall impression of a specific police staff member that they had been in contact with during the last twelve months. In the current question, respondents were asked to provide an overall satisfaction rating of the Longmont Police Department, as a whole. This question differs from the first in that a specific contact did not have to occur in order to form an opinion. For this question, the rating could reflect a specific one-time contact, an overall impression derived from several contacts, or merely a “general sense.” Approximately 76 percent of business respondents are satisfied with the police services and 6 percent are dissatisfied. This is a several-point improvement over 2009.

Comparing the same scores using a 100-point scale, the overall satisfaction with the department has increased two points since 2009.

Overall Satisfaction with the Longmont Police Department
Comparing the Results, 1999 through 2011
Using Percents (not the 100-point scale)
Longmont Business-Public Safety Survey



Overall Satisfaction on a 100-point scale*

	2005	2007	2009	2011
Overall satisfaction	77	73	78	80

*Provides a comparison based on the 100-point scale: (as seen previously in the Rating & Importance charts).
Score eliminates “don't know” responses.

Importance of Police Department Services

Respondents were asked to rank the importance of 14 law enforcement services. The police department wishes to learn how businesspersons prioritize the duties of the police and whether the police department's priorities match those of the public. The Importance Ratings were converted to a 100-point scale where 0 equals "not at all important" and 100 equals "essential."

Businesspersons rank traditional law enforcement duties as the more essential. Services include arresting criminals, gang control, response time, investigation of crime, and control of juvenile crime. The rating of services by importance varied only slightly (+/- 1%) between 2009 and 2011.

Rating the Importance of Police Services on a 100-point scale
Comparing Survey Years, 1999 – 2011
Longmont Public Safety-Business Survey

Police Services	1999	2001	2003	2005	2007	2009	2011
Arresting Criminals	95	89	92	92	94	91	92
Control of gang activity	n/a	n/a	n/a	87	93	90	88
Response time	89	87	88	89	89	89	89
Investigation of crime	87	84	87	88	89	88	87
Control of juvenile crime	87	81	83	86	86	84	84
Drug enforcement	85	79	84	84	87	81	81
Crime Prevention	76	72	77	79	81	78	78
High visibility patrol	77	79	76	78	81	78	79
Victim assistance	73	72	74	77	76	77	76
Solving area problems	69	67	70	72	72	75	74
Traffic enforcement	72	67	70	70	68	68	68
Reducing disorder	65	59	65	62	65	64	65
Work together for safety	61	59	62	66	62	63	64
Public lectures/presentations	50	50	51	57	53	56	56

Balancing Quality and Importance

The survey was devised to continually evaluate the police department's performance, and to gain a clear understanding whether the priorities the police have internally established match the priorities set by the public. Since resources are limited, the survey can help guide the Department in re-allocating resources or re-prioritizing services.

It should be noted that nearly all services are considered **important** (rated 50 or above on a 100-point scale) and of **higher quality** (again, rated 50 or above). The break between higher and lower quality is somewhat arbitrary, and relative only to the range of scores between 50 and 100 on the 100-point scale. With this in mind, even though a service may have scored at the bottom of both rankings, they are still seen in a positive light AND an important function by a majority of Longmont business owners or managers.² The ranking by performance and importance remained fairly stable over time.

- The service that is categorized as **Higher in Importance and Higher in Quality** is:
 - arresting criminals
 - response time
 - visible patrol
- Services that are categorized as **Higher in Importance and Lower in Quality** are:
 - control of juvenile crime
 - drug enforcement
 - gang control
 - investigation
- The service that is categorized as **Lower in Importance and Higher in Quality** is:
 - victim assistance
 - traffic
 - lectures
 - crime prevention
- The services that are categorized as **Lower in Importance and Lower in Quality** are:
 - disorder
 - problem solving
 - safety education

Quality and Importance of Police Services
Comparing the 2005 through 2011 Longmont Public Safety-Business Survey

I M P O R T A N C E								
Q U A L I T Y	Higher Importance and Higher Quality				Lower Importance and Higher Quality			
	2005	2007	2009	2011	2005	2007	2009	2011
	Arrest Prevention Response Investigate	Arrest Response	Arrest Response	Arrest Response Patrol	Prob. solve Victim assist Lectures Patrol	Victim Assist Traffic Lectures Prevention Patrol	Victim Assist Traffic Lectures Prevention Patrol	Victim Assist Traffic Lectures Prevention
	Higher Importance and Lower Quality				Lower Importance and Lower Quality			
	Juvenile Drugs Gangs	Juvenile Gang Drugs Investigate	Juvenile Gang Drugs Investigate	Juvenile Gangs Drugs Investigate	Traffic Disorder Safety Ed	Prob. Solve Disorder Safety Ed	Prob. Solve Disorder Safety Ed	Prob. Solve Disorder Safety Ed

As a possible focus during the upcoming year, businesspersons are suggesting that the control of juvenile crime, drug enforcement, gang control, and investigations should remain an important area of focus for the police department, and that performance in these areas could be improved.

² In 1999, the "importance" scores above 75 were arbitrarily considered high, while rating scores above 65 were considered high. In subsequent years, a median score (50th percentile) was computed to determine the cut-off between a "high" and "low" score. In 2011, the median *performance* score is 69.7 (mean=66.7) and the median *importance* score is 78.6 (mean=77.3).

Crime Prevention Practices

Business owners and managers were asked to indicate what types of crime prevention practices they employ at their business. The use of crime prevention strategies among businesspersons has improved slowly since 2001, however the target-hardening of premises appears limited to locks and lighting.

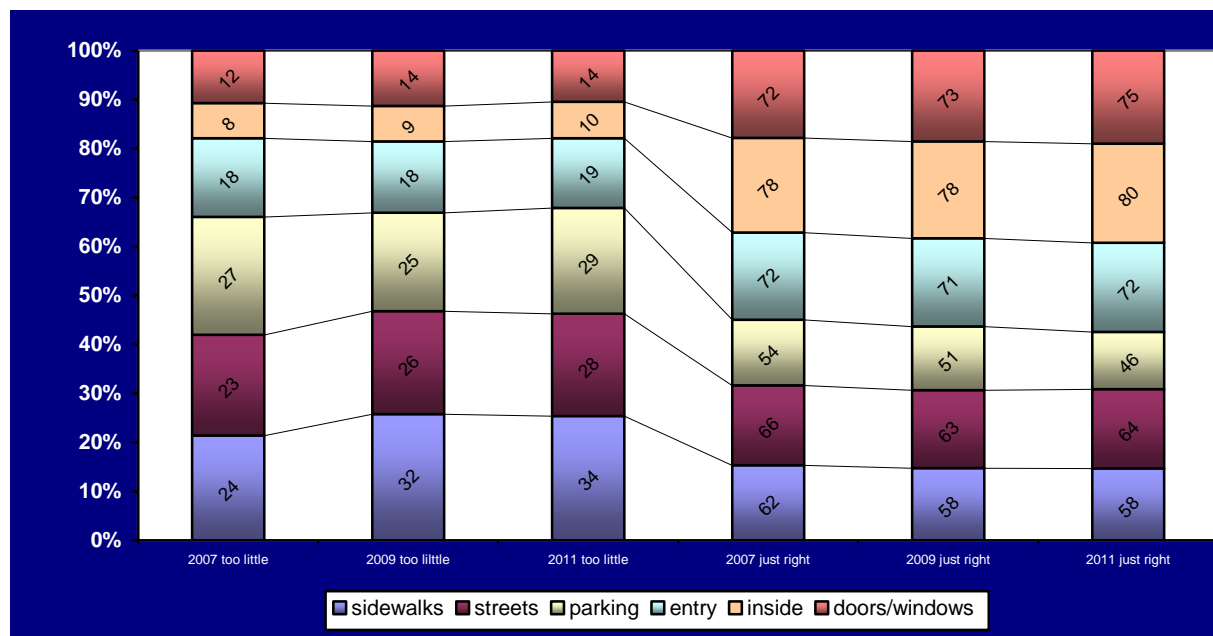
About 24 percent of the respondents have attended a police-sponsored meeting and 14 percent have requested information from the police. Seventy-six percent were satisfied with those materials.

Participation in Community Activities & Crime Prevention Strategies
Comparing Survey Years, 1999 – 2011 by Percent
Longmont Public Safety-Business Survey

PERCENT WHO HAVE <u>NOT IMPLEMENTED</u> CRIME PREVENTION PRACTICES	YEAR					
	2001	2003	2005	2007	2009	2011
Adequate locks on all doors and windows	4%	5%	4%	4%	3%	2%
Adequate lighting around property	8%	11%	10%	7%	7%	9%
Employee training	21%	14%	20%	17%	19%	16%
Controlled access	46%	35%	41%	36%	42%	35%
Safety in number of employees	47%	36%	45%	37%	42%	41%
Alarms	58%	55%	56%	49%	48%	49%
Use of surveillance	65%	50%	60%	54%	56%	53%
Percent who have attended police-sponsored meetings						
Attended meeting or presentation by LPD	78%	78%	80%	75%	83%	76%
Sought information from LPD on crime prevention	83%	85%	84%	84%	89%	86%

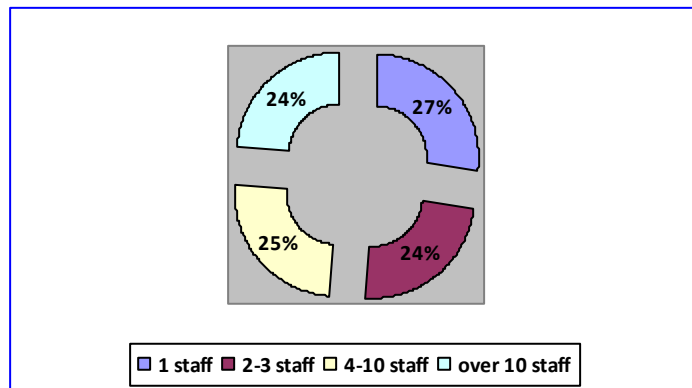
The following graph should be read in thirds; the first three bars refer to answers regarding “inadequate lighting.” The second three bars refer to lighting that is “just right.” The category of “too much” lighting is excluded because no more than 1 percent of respondents indicated that this was an issue. Businesses where lighting is irrelevant has also been eliminated (percentages ranging from 8 to 17 percent).

Most businesses believe that lighting is adequate, especially in those places over which they have greater control (inside, doors & windows, and at the entry). About one-third would like to see better lighting in public places (sidewalks, streets, parking lots).



Most businesses in Longmont employ a small number of people. Including the manager and owner who completed the survey, most businesses ran with only two or three additional employees. The following chart identifies the quartile range for business size relative to staff employed.

Chart
Size of Staff of Longmont Business
2011 Police-Business Survey

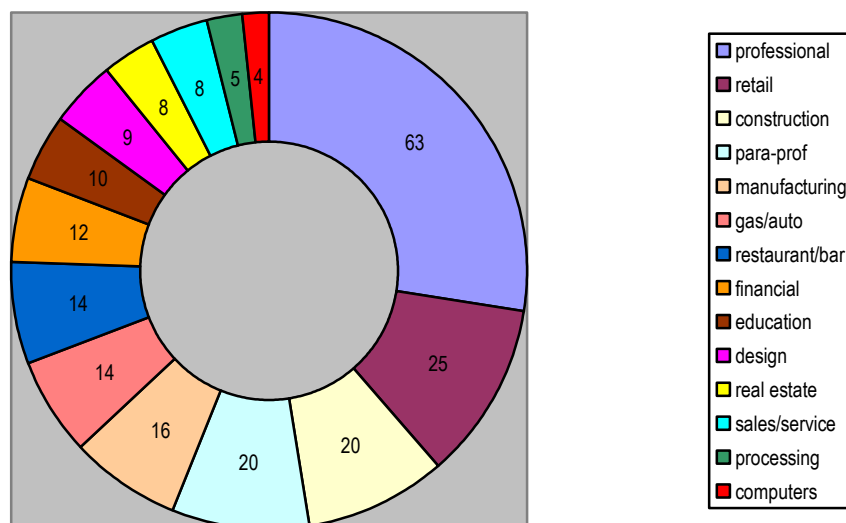


Most respondents were business owners (67 percent) followed by managers (30 percent), then employees (3 percent). Fifty percent of the businesses have been operating for ten years or less with another twenty-five percent in business from 11 to 20 years. Hours of operation are indicated in the table below. Percent will exceed 100% because many businesses overlapped more than one time category.

	M-F daytime	Weekend daytime	Evening	Late night	24-hour
Percent	80%	42%	25%	3%	3%

Respondents were from a wide range of occupations; Numbers were a bit higher for the following job categories: professionals, retail, construction, para-professional, manufacturing, auto-related, and restaurant/bars (see chart below).

Chart
Types of Businesses by Number
2011 Longmont Police-Business Survey



APPENDIX 5

BUSINESS

SURVEY METHODOLOGY

Survey Methodology

Sample Selection

Seven hundred businesses located within the City of Longmont were randomly selected from a list of 7,921 businesses holding Sales and Use Tax Licenses in Longmont during April 2011. After eliminating businesses that were housed out of town, the list was reduced to **3,538**. A random sample was drawn using SPSS computer software.³

Everyone does not return a survey that is sent one, nor is every registered business address necessarily active at the time the mailing is done. For this reason, it is important to over-sample from the full population of potential respondents to ensure that an adequate number of surveys will be returned. An adequate response is critical for any meaningful analysis. Typically, response rate for the business survey is over 40 percent. In the 2011 mailing, 700 businesses were sent a survey and 633 were received (67 addresses were vacant or insufficient). Returned surveys **totaled 261, for a response rate of 41 percent**.

Sample size can be computed using either a mean and standard deviation statistic, or a proportion. Frequently, the mean and standard deviation for a specific variable is unknown, so it becomes easier to estimate a sample using a proportion. When proportions remain unknown, the most conservative computation estimates the proportion (or p) as 0.50. Given that all surveys involve time and money, there are limitations inherent in the “exactness” of social research. The amount of error a researcher is willing to tolerate is based on how critical the research results will be in making decisions. If a scientist wants to market a new pharmaceutical product that could have fatal side effects, then the margin of error should be negligible. However, the cost for such research is also very high. If the research involves less serious implications, a greater margin of error can be tolerated.

Estimating Sample Size

The researcher determines confidence levels and margin of error before the research begins. To maintain consistency with the two previous Business Surveys, a sample size based on a 95% confidence interval with a .06 percent margin of error was computed. Translated, this means that a researcher is 95 percent confident that the sample estimate is within, plus or minus, 6 percent of the true population proportion.

The computation can be seen below:

n = sample size

Z = z-score for the 95 percent confidence interval

e = margin of error

p = proportion

$$n = \frac{(Z^2)(p(1-p))}{e^2} = \frac{(1.96)^2[.50(.50)]}{.06^2} = \frac{.9604}{.0036} = 267$$

³ The software used to perform this function is Statistical Package for the Social Sciences (SPSS).

Since a sample size of 267 is greater than 5 percent of the full population (3,538), it is acceptable to reduce the sample size, using the following equation:

n' = revised sample estimate

N = population

n = original estimated sample

$$n' = \frac{n(N)}{N+(n-1)} = \frac{(267)(3538)}{3538+266} = \frac{944646}{3804} = 248$$

Therefore, the modified sample size is 248. Once the recommended sample size is determined, the anticipated response rate must be considered. In this case, a response rate of 35 percent was used. A final sample size is computed using the following equation:

$$\frac{\text{Sample } n}{\text{Estimated response rate}} = \frac{248}{.35} = 709$$

The final sample was rounded down to include 700 potential respondents.

Survey Administration

The selected businesses received three mailings. Each business received a post card approximately one week before the survey was mailed. The post card advised the business owner or manager that the police department was conducting an anonymous survey, which would be mailed to their place of business within the next 7 to 10 days. The mailing ran between June 10 and June 27, 2011.

Each survey was accompanied by a self-addressed stamped envelope for the business representative to mail the completed survey back at no cost to them. The cover letter in the second mailing asked respondents to not complete the survey a second time if the first survey had already been returned. About 9.6 percent of the 700 business mailings were returned by the Post Office because the address was insufficient or vacant. Of the 633 businesses that received the survey, 261 returned it, resulting in a response rate of 41 percent.

Data Analysis

The survey data were entered into an SPSS data file. The data were not statistically re-weighted to compensate for any under-representation for any specific business characteristic. Re-weighting is appropriate if certain important characteristics are known to exist in the full population but are insufficiently represented in the sample returns. Since the questions asked in the Police Business Survey do not equate directly with the statistics that are routinely collected by either the U.S. Census Bureau or the City of Longmont Planning Office, no weighting of results occurred.

APPENDIX 6

FULL SET OF BUSINESS SURVEY RESPONSES

Longmont Police Business Survey

N=261

1. How do you rate the amount of crime in Longmont? n=253

5 (2.0)	58 (22.9)	110 (43.5)	66 (26.1)	14(5.5)
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
very high	somewhat high	neither high nor low	somewhat low	very low

2. How do you rate your and your employees' personal safety while at work in Longmont? n=256

67(26.2)	148 (57.8)	34 (13.3)	6 (2.3)	1 (0.4)
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
very safe	safe	neither safe nor unsafe	unsafe	very unsafe

3. How do you rate the safety of your business property (bldng or contents)in Longmont? n=256

36 (14.1)	148 (57.8)	51 (19.9)	19 (7.4)	2 (0.8)
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
very safe	safe	neither safe nor unsafe	unsafe	very unsafe

4. Does your business remain open after 10 P.M. in the evening? n=257

35 (13.6)	222 (86.4)
<input type="checkbox"/> yes	<input type="checkbox"/> no

-----> If yes, how do you rate your employees' personal safety while working after 10 P.M? n=44

1 (2.3)	23 (52.3)	12 (27.3)	7 (15.9)	1 (2.3)
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
very safe	safe	neither safe nor unsafe	unsafe	very unsafe

----->>If you do not feel they are safe, please state why:

5. Please indicate how much of a problem, if any, the following issues have been to your business in the past year:

	No Problem	Minor	Moderate	Major	N/A
People breaking into cars in parking lot (249)	155 (62.2)	40 (16.1)	21 (8.4)	6 (2.4)	27 (10.8)
Shoplifting (251)	160 (63.7)	29 (11.6)	8 (3.2)	2 (0.8)	52(20.7)
Drunkenness/Intoxicated persons (248).....	125(50.4)	60(24.2)	26(10.5)	10(4.0)	27(10.9)
Traffic Violations and/or Cruising (251)	149(59.4)	37(14.7)	14(5.6)	15(6.0)	36(14.3)
Loud noise (247)	146(59.1)	59(23.9)	13(5.3)	7(2.8)	22(8.9)
Loitering youth (250)	150(60.0)	51(20.4)	23(9.2)	7(2.8)	19(7.6)
Vandalism (250)	135(54.0)	60(24.0)	30(12.0)	7(2.8)	18(7.2)
Graffiti (252)	143(56.7)	52(20.6)	26(10.3)	15(6.0)	16(6.3)
Burglary (248)	170(68.5)	32(12.9)	16(6.5)	7(2.8)	23(9.3)
Armed Robbery (249).....	209(83.9)	11(4.4)	5(2.0)	0	24(9.6)
Assaults or fights (248)	190(76.6)	32(12.9)	4(1.6)	0	22(8.9)
Ex-employees (251)	19.(76.9)	21(8.4)	5(2.0)	1(0.4)	31(12.4)
Illegal drug use or sales (249)	182(73.1)	27(10.8)	12(4.8)	4(1.6)	24(9.6)
Loitering adults (251)	140(55.8)	61(24.3)	19(7.6)	14(5.6)	17(6.8)
Employee theft (250).....	186(74.4)	29(11.6)	4(1.6)	1(0.4)	30(12.0)

6. How often in the past year have you needed to contact the police to report suspicious activity, a crime, a disturbance, or a traffic problem at, or around, your business? Please indicate the approximate number of calls made for each purpose in the past 12 months?

	0 TIMES	1 OR 2 TIMES	3 TO 5 TIMES	6 OR MORE TIMES
In the past 12 months...				
Calls to report suspicious activity (247)	183(74.1)	51(20.6)	8(3.2)	5(2.0)
Calls to report a crime (245).....	198(80.8)	35(14.3)	7(2.9)	5(2.0)
Calls to report a disturbance (242).....	195(80.6)	34(14.0)	7(2.9)	6(2.5)
Calls to report traffic problems or cruising (243) ...	222(91.4)	18(7.4)	3(1.2)	0
Calls for other reasons (242).....	196(81.0)	34(14.0)	7(2.9)	5(2.1)

7. Please indicate how often, if ever, the following crimes have occurred at your business in the City of Longmont in the past 12 months. Please include crimes that might have impacted you, your employees, your customers, or the physical structure or building where your business is located

	0 TIMES	1 TIME	2 TIMES	3 OR MORE TIMES
In the past 12 months...				
Burglary (255)	227(89.0)	19(7.5)	8(3.1)	1(0.4)
Auto break-in (253).....	213(84.2)	26(10.3)	13(5.1)	1(0.4)
Sexual assault (256)	251(98.0)	4(1.6)	1(0.4)	0
Vandalism (255)	193(75.7)	35(13.7)	21(8.2)	6(2.4)
Assault (254)	242(95.3)	6(2.4)	4(1.6)	2(0.8)
Telephone Harassment; not solicitors (255)	235(92.2)	12(4.7)	3(1.2)	5(2.0)
Robbery (254)	244(96.1)	8(3.1)	1(0.4)	1(0.4)
Motor vehicle theft (254)	246(96.9)	6(2.4)	2(0.8)	0
Graffiti (256)	201(78.5)	29(11.3)	15(5.9)	11(4.3)
Shoplifting (256)	232(90.6)	12(4.7)	3(1.2)	9(3.5)
Employee Theft (255)	226(88.6)	22(8.6)	5(2.0)	2(0.8)
Disorderly Conduct (254).....	202(79.5)	26(10.2)	16(6.3)	10(3.9)
Theft (255)	225(88.2)	21(8.2)	5(2.0)	4(1.6)

If you or any employees were not a victim or witness to a crime in the past 12 months, skip to question 10.

8. Did you or any employee report any of the crime(s) listed above to the Longmont Police Department while at work? (n=118)

☐ Yes 51(43.2) ☐ DK 7 (5.9)
☐ No 60(50.8)

9. Even though you or your employees may have reported one or more crimes to the Longmont Police Department, you may not have reported ALL of the crimes in which you or your employees have been a victim or witness. If you have been a victim or a witness to a crime, but did not make a report, what was the reason for not filing a report? (used full percent) (n=71)

8.0 didn't think LPD could do anything to help	0.4 was too busy
1.1 filed with insurance, security, or business group instead	2.7 thought someone reported it
3.4 didn't think LPD would do anything to help	3.4 dealt with the offender myself
1.9 thought offender might take revenge on me	0.8 too embarrassed
0.8 business too large to know all that has happened	0.8 don't trust the Longmont Police
6.8 didn't learn about problem until it too late to report it	0.8 don't like the Longmont Police
11.1 the crime did not seem serious enough	0 afraid of the Longmont Police
0.4 didn't want to testify in court	1.1 didn't want to take the time

10. During the last 12 months, did you have any phone or in-person contact with a police officer or any other member of the Longmont Police Department? (n=250)

Yes 135(54.0)
No 115(46.0)

11. During your most recent contact with the Communications Center, did you find the dispatcher helpful? (n=132)

	Number	Percent
Definitely	67	50.84%
Mostly	32	24.2%
Not really	3	2.3%
No	2	1.5%
Don't remember	5	3.8%
Didn't talk to a dispatcher	23	17.4%

12. What were the reasons for the contact you had with the Longmont Police Department in the last 12 months: (Please check all that apply.) (used full percent) (n=130)

11.1 As a victim of a crime	2.3 Business-community meeting
5.7 Witnessed a crime	11.9 Regarding crime they were investigating
26.4 Let the police know about a problem	0.4 To compliment or complain about dispatch
0.8 Arrested	0.4 To compliment or complain about police
8.8 Casual encounter	0.8 Contacted as a suspect or as a suspicious
10.0 To ask for information or assistance	

13. For your MOST RECENT encounter in the last 12 months, please rate the police department staff member on the following:

	Very Good	Good	Neither Good nor Bad	Bad	Very Bad
Knowledge (n=182)	94(51.6)	61(33.5)	17(9.3)	7(3.8)	3(1.6)
Helpfulness (n=182)	94(51.6)	64(35.2)	15(8.2)	4(2.2)	5(2.7)
Level of interest addressing concerns (180)	80(44.4)	63(35.0)	27(15.0)	3(1.7)	7(3.9)
Courtesy (n=181)	96(53.0)	61(33.7)	19(10.5)	1(0.6)	4(2.2)
Fairness (n=180)	94(52.2)	60(33.3)	18(10.0)	3(1.7)	5(2.8)
Overall impression of staff member (n=182) ..	99(54.4)	57(31.3)	18(9.9)	3(1.6)	5(2.7)

14. Please rate the Longmont Police Department on the following:

	Very Good	Good	Neither good or bad	Bad	Very Bad	Don't Know
Arresting criminals (228)	36(15.8)	63(27.6)	34(14.9)	3(1.3)	5(2.2)	87(38.2)
Crime prev/ Safety education (225)	36(16.0)	73(32.4)	39(17.3)	3(1.3)	3(1.3)	71(31.6)
Control of juvenile crime (222)	21(9.5)	64(28.8)	42(18.9)	13(5.9)	3(1.4)	79(35.6)
Victim assistance (226)	28(12.4)	71(31.4)	30(13.3)	4(1.8)	5(2.2)	88(38.9)
Solving area problems (228)	31(13.6)	68(29.8)	39(17.1)	8(3.5)	4(1.8)	78(34.2)
Control of gang activity (226)	24(10.6)	46(20.4)	57(25.2)	17(7.5)	4(1.8)	78(34.5)
High visibility patrol (225)	45(20.0)	86(38.2)	47(20.9)	6(2.7)	0	41(18.2)
Traffic enforcement (225)	38(16.9)	94(41.8)	38(16.9)	7(3.1)	1(0.4)	47(20.9)
Public lectures/ presentations (228)	28(12.3)	58(25.4)	40(17.5)	2(0.9)	2(0.9)	98(43.0)
Drug enforcement (230)	25(10.9)	52(22.6)	47(20.4)	9(3.9)	5(2.2)	92(40.0)
Reducing disorder (228)	21(9.2)	61(26.8)	48(21.1)	18(7.9)	2(0.9)	78(34.2)
Response time (228)	43(18.9)	75(32.9)	38(16.7)	11(4.8)	1(0.4)	60(26.3)
Investigation of crime (226)	32(14.2)	65(28.8)	36(15.9)	7(3.1)	6(2.7)	80(35.4)
Show bus how work together(250)	31(13.6)	49(21.5)	55(24.1)	4(1.8)	6(2.6)	83(36.4)

15. Please rate your overall satisfaction with the Longmont Police Department. (n=250)

117(46.8)	73(29.2)	38(15.2)	11(4.4)	4(1.6)	7(2.8)
very satisfied	somewhat satisfied	neither satisfied nor dissatisfied	somewhat dissatisfied	very dissatisfied	don't know

16. How important do you think each of the following police department roles is in Longmont?

	Essential	Very Important	Somewhat Important	Not at All Important I
Arresting criminals (249)	199(79.9)	44(17.7)	6(2.4)	0
Crime prevention/ Safety education (251)	118(47.0)	105(41.8)	26(10.0)	2(0.8)
Control of juvenile crime (249)	138(55.4)	102(41.0)	7(2.8)	2(0.8)
Victim assistance (249)	107(43.0)	104(41.8)	37(14.9)	1(0.4)
Solving area problems (247)	91(36.8)	123(49.8)	32(13.0)	1(0.4)
Control of gang activity (249)	171(68.7)	70(28.1)	6(2.4)	2(0.8)
High visibility patrol (249)	120(48.2)	102(41.0)	26(10.4)	1(0.4)
Traffic enforcement (247)	73(29.6)	111(44.9)	60(24.3)	3(1.2)
Public lectures/ presentations (244)	47(19.3)	82(33.6)	107(43.9)	8(3.3)
Drug enforcement (248)	138(55.6)	81(32.7)	26(10.5)	3(1.2)
Reducing disorder (248)	67(27.0)	100(42.7)	70(28.2)	5(2.0)
Response time (250)	173(69.2)	71(28.4)	5(2.0)	1(0.4)
Investigation of crime (247)	157(63.6)	85(34.4)	5(2.0)	0
Showing businesses how to work together for safety (250)	70(28.0)	100(40.0)	74(29.6)	6(2.4)

17. Do you currently participate in any business sponsored community groups such as Kiwanis, Optimus, the Chamber of Commerce, etc.? (n=255)

79(31.0)	176(69.0)
Yes	No

18. Have you ever attended a community business meeting or presentation sponsored by the Longmont Police Department? (n=249)

60(24.1) yes	189(75.9) no
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19. Have you ever requested information from the Longmont Police Department regarding recommended crime prevention practices? (n=254)

36(14.2) yes	218(85.8) no
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----->>>If yes, how satisfied were you with the information provided? (n=45)

11(24.4)	23(51.1)	8(17.8)	1(2.2)	2(4.4)
very satisfied	satisfied	neither satisfied nor dissatisfied	dissatisfied	very dissatisfied

20. What crime prevention practices are in place in your business? (Please check all that apply.)

	Yes	No	N/A
All doors and windows have adequate locks (254)	239(94.1)	5(2.0)	10(3.9)
Alarms (250)	111(44.4)	122(48.0)	17(6.8)
Training of employees (247)	134(54.3)	39(15.8)	74(30.0)
Use of surveillance (247)	74(30.0)	132(53.4)	41(16.6)
Controlled access (243)	107(44.0)	84(34.6)	52(21.4)
Safety in number of employees (247)	63(25.5)	101(40.9)	83(33.6)
Adequate lighting around property (249)	215(86.3)	23(9.2)	11(4.4)

21. How much lighting is there inside and surrounding your business at night after closing?

(if open all night, describe lighting after 10PM)		Way Too Little	Somewhat Too Little	Just Right	Too Much	N/A
Sidewalks (247)	15(6.1)	69(27.9)	142(57.5)	0	28(10.3)
Street (247)	11(4.5)	59(23.9)	157(63.6)	0	20(8.1)
Parking lot (248)	17(6.9)	71(28.6)	115(46.4)	2(0.8)	43(17.3)
Entrance to business (246)	11(4.5)	35(14.2)	177(72.0)	1(0.4)	22(8.9)
Inside the business (244)	5(2.0)	19(7.8)	195(79.9)	0	25(10.2)
Doorways and windows (244)	6(2.5)	27(11.1)	184(75.4)	0	27(11.1)

22. What position do you hold in the company? (Please check one only.) (257)

173(67.3) ☐ owner 76(29.6) ☐ manager 8(3.1) ☐ employee

23. How many years has your business been operating in Longmont. (mark "0" if < 6 mo). (n=255)

≤2 years = 40(15.7) 3-5years = 35(13.7); 6-10years = 61(23.9); 11-20years = 65(25.5); 21+ years =54(21.2)

24. What category best describes your business? (Please check one only.)(n=256)

Business category	Number	Percent
Professional	63	24.6
Retail	25	9.8
Construction	20	7.8
Para-professional	20	7.8
Manufacturing	16	6.3
Gas/auto	14	5.5
Restaurant/bar	14	5.5
Financial	12	4.7
Schools-education-training	10	3.9
Design, publishing, arts-books-media	9	3.5
Real estate-property management	8	3.1
Sales & service	8	3.1
Processing	5	2.0
Computer science	4	1.6
Recreation	3	1.2
Non-profit	3	1.2
Research & development	3	1.2
Lodging-hospitality	3	1.2
Wholesale	3	1.2
Church	2	0.8
Storage	1	0.4
Other	10	3.9

25. How many employees work on site at your Longmont business? (Include yourself) (n=246)

Self or 1 employee	66 (26.8)
2 employees	40(16.3)
3 employees	20(8.1)
4-6 employees	37(15.0)
7-14 employees	40(46.3)
15 or more	43(17.5)

26. What are your businesses' general hours of operation? (Check all that apply.)(n=256)

210(80.5)	Days, M-F
109(41.7)	Days, weekends
65(25.0)	Evening (5:00 p.m to 9:00 p.m.)
8(3.0)	Late night (10:00 p.m. and later)
7(2.7)	24-hour
8(3.1)	other

27. What is the intersection nearest to your business?

28. Do you live inside the city limits of Longmont?(n=256) 183(71.5) yes 73(28.5) no

APPENDIX 7

BUSINESS OPEN-ENDED COMMENTS

QUESTION	RESPONSE
Q4B WHY EMPLOYEE S NOT SAFE AFTER 10PM	SOMETIMES SERVERS ARE WALKING 1 TO 1.5 BLOCKS TO CAR LATE ATNIGHT.
	TOO MANY STREET PEOPLE COMING BY TO USE BATHROOMS, PHONES, SLEEP ON THE PORCH. BUS STATION PEOPLE. ESPECIALLY FROM "THE FLEX" BUS.MISCREANTS WANDERING ABOUT.
	HARASSMENT BY HOMELESS MEN
	I'M NOT TRAINED IN THE EVALUATION OF SAFETY IN THIS AREA, SPECIFICALLY I WORK FROM HOME.
	SINCE WE PURCHASED OUR BUILDING THE AJOINING NEIGHBORHOOD HAS BECOME MUCH MOR DANGEROUS, DRUG AND GANG ACTIVITIES HAVE ESCALATED EXPONENTIALLY
	PEOPLE PROWLING BEHIND SHOP AT NIGHT GOING THRU DUMPSTER
	HAVE HAD VERY POSITIVE EXPERIENCES
	EMPLOYEE'S DAY ENDS BY 5:00 OR 6:00 PM
	MAIN STREET WALK-IN SOLICITORS AND TRANSIENTS
	WEEKEND MEN DRINKING BEER HANGING OUT ON BUILDING SIDE MAKES MY CLIENT UNEASY. SIDEWALKS DESIGN DOESN'T ALLOW FOR CLEANING INWINTER.
	NO EMPLOYEES
	BUMS
	DARK PARKING LOT & LOITERING HOMELESS PEOPLE CRUISING EVERYWHERE
	LACK OF PERIMETER ACCESS CONTROL MEASURES FOR OUR FACILITY. OUR PARKING LOT HAS BEEN TRESSPASSED BY CRIMINALS.
	WE HAVE AN ALLEY BEHIND OUR SHOP-LOT OF TRANSIENT PEOPLE
	BUMS
	WE CAN NOT CONTROL THE ACTIONS OF OTHER PEOPLE, ALSO THE POLICE CAN NOT BE THERE WHEN NEEDED MOST OF THE TIME.
	NEIGHBORHOOD-MANY HOMELESS
	BUILD HAS BEEN VANDZLIZED/ROBBED 3 TIMES
	24 HR LOCATION
Q9 WHY SITUATION WASN'T REPORTED	GETS DARK, PEOPLE WANDERING AROUND
	RESOLVED DISTURBANCE
	DOESN'T APPLY
	IF HAVE PROBLEM, WE WILL REPORT TO LONGMONT POLICE. WE TRUST
	WASN'T SURE WHO DID. 3 PEOPLE
	JUST MINOR PROBLEM
	YOU REPORT THINGS & THE POLICE DON'T DO ANYTHING ABOUT IT
	I FORGET TO
	WAS REPORTED BY HOSPITAL SECURITY
Q12 OTHER REASONS FOR	NO A BIG ENOUGH DEAL TO JUSTIFY LOSS OF TIME
	NOT SURE OF GRAFFITTI
	FALSE ALARM AT PROPERTY
	CAR ACCIDENT
	RENTAL QUESTION
	TURN IN REQUIRED FORMS

CONTACT	NONE IN LAST 12 MONTHS
	ANIMAL CONTROL
	BUSINESS IDENTITY THEFT
	TRAFFIC STOP
	TO HAVE AN OFFICIAL REPORT ON FILE
	911 TEST
	FILE REPORT OF DISORDERLY CUSTOMER
	MISSING PERSON
	STRAY ANIMAL
	EMPLOYEE DETAINED FOR DOMESTIC ISSUE
	DISGRUNTLED EMPLOYEES
	911 CALL ORIGINATING FROM OUR PHONE NUMBER (TURNS OUT IT WAS A HACKER)
	TO OBTAIN A POLICE REPORT FROM RECORDS
	TRAFFIC VIOLATION
	CHECKING TO SEE IF LONGMONT IDENTITY OF POLICE WERE REAL OR FAKE
	SON WAS INVOLVED IN ACCIDENT
	FALSE ALARM
	SPEEDING TICKET I GOT TICKET FOR GOING 45 IN 35 ONLY I GOT CLOCKED IN 45 ZONE, PULLED OVER IN 35 & TICKET NOT WORTH IT
	ALARM SYSTEM
	BURGLARY
	TERMINATION-ANGRY EMPLOYEE
	CALLED IN SUSPICIOUS CAR I CAN SEE WHY CITIZENS DON'T TRUST LPD
	HE WAS JUST MAKING SURE I WAS OK AS I WAS LEAVING BUSINESS
	TRASH DUMPSTER SET ON FIRE
	BEAT COP STOPPED BY TO INTRODUCE HIMSELF
	BUILDNG ALARM CALL
	FRIENDS W/ LONGMONT PD
GENERAL COMMENT S	GREAT JOB GUYS! THANKS FOR ALL YOU DO!!
	NO THANK YOU POLICE - ALWAYS IN PRAYERS STAY SAFE LOVE
	THANKS FOR YOUR SERVICE
	GOOD JOB!! KEEP UP THE HARD WORK!!
	THANK YOU FOR DOING THIS!
	I AM A CONSULTANT WORKING FROM A HOME OFFICE, SO THIS SURVEY DOESN'T APPLY VERY WELL TO MY CIRCUMSTANCES
	I AM NOT SURE HOW APPLICABLE MY ANSWERS WERE. MY BUSINESS IS HOME BASED
	WE ARE A HOME BASED OFFICE, SO THESE QUESTIONS ARE NOT APPLICABLE
	HAD AUTO THEFT OF COMPANY VEHICLE OFF SITE. HAVE TRIED REPEATEDLY TO TALK TO INVESTIGATING OFFICER NO RESPONSE TO MULTIPLE MESSAGE
	GOOD SURVEY!
	WORK OUT OF HOME AS MASSAGE THERAPIST. BIGGEST PROBLEM AROUND SCHOOL DROPOFF/PICKUP W/ PARENTS BLOCKING DRIVEWAY & INTERSECTION TO STR. VERY RUDE WHEN ASKED TO MOVE. REQUEST PATROL CAR SEEN PARKED AT NORTHWESTERN ELEMENTARY SCHOOL IF THEY COULD CHECK ARE OF FINDLAY & RUTGERS
	THE POLICE WILL FREQUENTLY STOP TRAFFIC VIOLATOERS (SPEEDERS) AND USE OUR DRIVEWAY TO PULL THEM OVER BRINGING OUR INCOMING/OUTGOING TRAFFIC TO A HALT. THEY WILL ASLO PARK IN FRONT OF EMPLOYEE CARS TO INVESTIGATE A SITUATION AT A BUILDING NEXT DOOR. SEVERAL OF US HAVE 2 ND JOBS. THEY CHOOSE TO PARK US IN EVEN

	THOUGH THE REST OF THE PARKING LOT IS EMPTY!
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